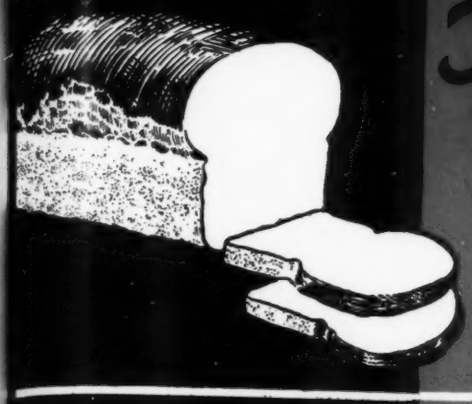


The American BAKER

PUBLISHED FOR THE BAKERS OF AMERICA ®

Enriched BREAD

Enriches HEALTH

MEMBER AMERICAN BAKERS ASSOCIATION

THE NEW SLOGAN FOR AMERICA'S BAKING INDUSTRY—SEE PAGE 6

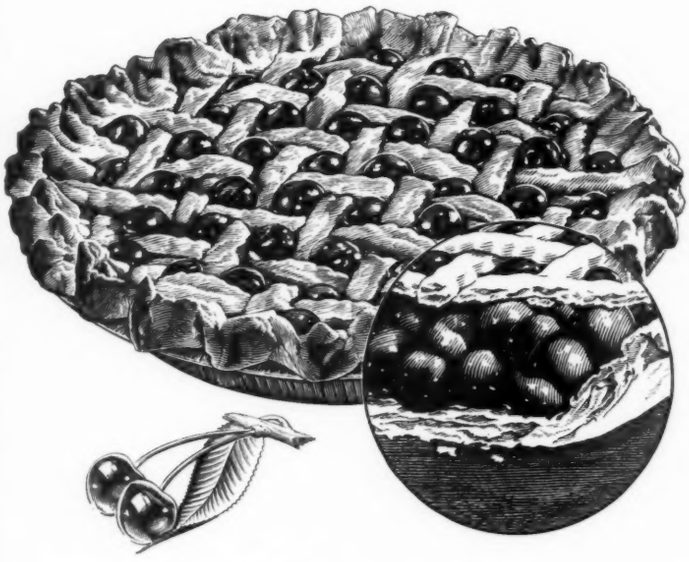
Volume 25
Number 11

NOVEMBER, 1957

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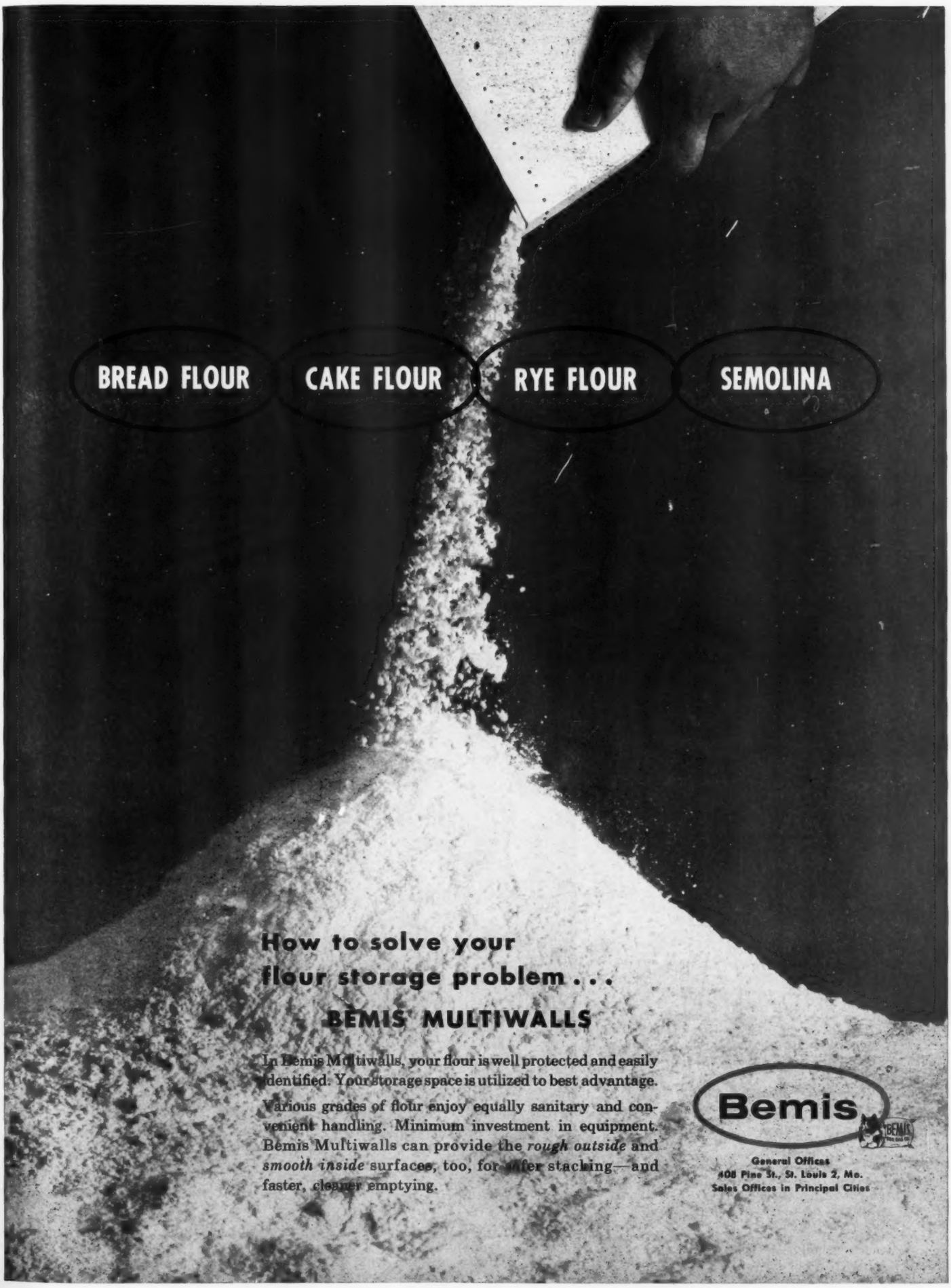
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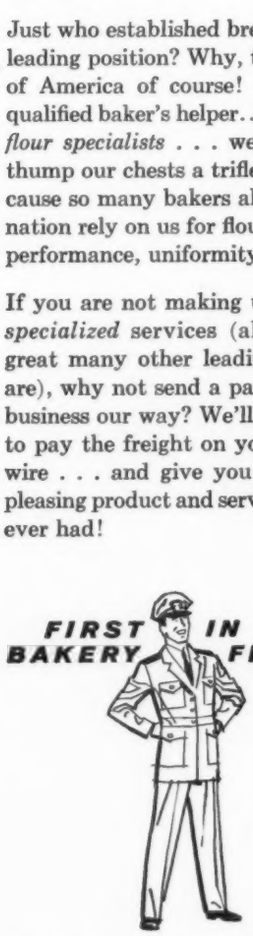
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Win or lose, it takes a lot of energy to root for dear old Siwash! And look where plenty of that energy is coming from . . . *bread!* Yes, bread is so universally enjoyed in so many forms . . . small wonder that it was chosen to demonstrate, and prove, the value of enrichment in the mass application of improved nutrition!

Just who established bread in this leading position? Why, the bakers of America of course! And as a qualified baker's helper...as *bakery flour specialists* . . . we'd like to thump our chests a trifle, too. Because so many bakers all over the nation rely on us for flour quality, performance, uniformity.

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Commander-Larabee

MINNEAPOLIS • KANSAS CITY



ARBA's President Invites All To New York

This is an official and early invitation to attend the 40th annual convention and exhibition of the Associated Retail Bakers of America, which will be held next year, April 27-30, in New York City.

It is an "official" invitation because it is my privilege to extend it as ARBA President; it is an "early" invitation because most bakers like to plan ahead on anything which promises them both profit and pleasure.

Having recently reviewed the tentative program developed by convention committee chairmen from the New York State Association of Manufacturing Retail Bakers (next year's "host" association) I can testify that the nation's bakers will find unlimited opportunities for profit and pleasure at the New York City show.

As has been announced, the 40th annual convention and exhibition will be ARBA's first "speechless" convention . . . the first convention in which the business program is devoted exclusively to panel discussions, production techniques, product demonstrations, bakery visitations and exhibits.



Charles Schupp
ARBA President . . .

As has also been announced, the 1958 convention and exhibition have the endorsement of Bakery Equipment Manufacturers Assn. (BEMA), which means it is the first retail convention since 1953 to bring under one roof the best and latest development in retail bakery equipment.

Last but by no means least among the reasons why the 1958 convention promises both profit and pleasure is the fact that it will be held in the world's largest city —with a wide variety of bakeries to visit and a fascinating variety of things to do and see.

And so, in the words of our 1958 slogan, I cordially invite every baker and allied tradesman to plan now to "Come see the Miracle on 34th St.—a 'Speechless' ARBA convention . . . Come see new machines, new products, new ingredients, new merchandising ideas . . . come see New York!"

American Bakeries Reports Higher 40-Week Earnings

CHICAGO — Higher earnings for the 40-week period despite a slide in the third quarter have been reported by the American Bakeries Co. Net earnings after federal taxes for the 40 weeks ended Oct. 5 were $4,282,829, compared with $4,020,158 for the same period in 1956. Net earnings per share of common after provision for preferred dividends were $2.56 for the period against $2.39 last year.

Net earnings after taxes for the 12 weeks ended Oct. 5 were $1,242,829, against $1,373,502 last year. Per-share earnings were thus 74¢ instead of 82¢.

The directors declared the regular quarterly dividends of 60¢ on the common and $1.12½ on the preferred stock, both payable Dec. 1 to holders of record Nov. 12.

——BREAD IS THE STAFF OF LIFE——

AIB Adds Four Board Members

CHICAGO—Through a revision of its by-laws, the American Institute of Baking has increased its board membership to 19, with two baker and two allied members now added. Names of the new members were announced at the institute's recent annual membership meeting. They are: Joseph E. Franz, United States Bakery, Inc., Portland, Ore.; J. P. Cash, Fuchs Baking Co., South Miami, Fla.; Benson Littman, Ekco Products Co., Chicago; and George Pillsbury, Pillsbury Mills, Inc., Minneapolis.

The board vacancy resulting from the death of Milton Petersen of Omaha has been filled by Graham McGuire, Lakeland Bakeries, Inc., St. Cloud, Minn. With his election to the chairmanship of the American Bakers Assn. board of governors, William M. Clemens, Sr., Trausch Baking Co., Dubuque, Iowa, becomes an ex-officio member of the institute's board.

Other board members presently serving are: F. W. Birkenhauer, Wagner Baking Corp., Newark; Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill.; Paul Chapman, Chapman and Smith Co., Melrose Park, Ill.; Paul Clissold, Baking Industry, Chicago; Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis.; Harold S. Mitchell, Chicago; Peter G. Firrie, Bakers Weekly, New York; Ernest L. Southwick, Farm Crest Bakeries, Inc., Detroit; G. Cullen Thomas, General Mills, Inc., Minneapolis; Daniel J. Uhrig, American Bakeries Co., Chicago; Arthur Vos, Jr., Macklem Baking Co., Denver; and Walter D. Warrick, J. R. Short Milling Co., Chicago.

Officers reelected were: Louis E. Caster, chairman of the board; F. W. Birkenhauer, vice chairman of the board; Howard O. Hunter, president; Joseph A. Lee, treasurer; and Paul Chapman, secretary.

——BREAD IS THE STAFF OF LIFE——

Continental Baking Reports Higher Sales; Strike Cuts Into Net

NEW YORK—Reports of Continental Baking Co. for the 13 weeks ended Sept. 28 and the 39 weeks ending the same date show increased sales but lowered net, R. Newton Laughlin, president, announced this week.

Dollar sales for the third quarter of the year 1957 amounted to $75,956,138, as compared with sales for the corresponding quarter of the year 1956 of $70,294,200, an increase of $5,661,938, or 8.5%. Bread, cake and sweet goods sales during the third quarter of the year 1957 increased 8.89% over similar sales during the third quarter of the year 1956.

For the 39 weeks, sales were $226,488,322 compared to $206,992,155. Net profit slipped from $5,769,599 last year to $5,475,027 for the first 39 weeks of 1957.

Net profit after federal income tax and amortization of goodwill during the third quarter of the year 1957 was $1,881,931. This compares with net profit after federal income tax and amortization of goodwill during the third quarter of the year 1956 of $2,109,713.

The strike at Akron, Ohio, was in progress during 13 weeks of the second and third quarters, Mr. Laughlin said, and was primarily responsible for the decrease in earnings.

Continental Baking Denies "Collusion" In Labor Contract

WASHINGTON — Charges by a Senate committee that the Continental Baking Co. used unfair labor practices in its Morton Frozen Foods Division were termed "slanderous and unwarranted" by a company executive here.

George Faunce, Jr., vice president and general counsel of Continental, tried to clarify the actions and interactions among Morton Packing Co., the United Packinghouse Workers of America, the Morton Frozen Foods Division of Continental Baking Co., and the Bakery and Confectionery Workers International Union. Mr. Faunce began his statement to the McClellan Committee (the Senate Select Committee to Investigate Improper Activities in Labor Management Relations) by declaring:

"I want to make it clear beyond any possibility of doubt or misunderstanding that Continental Baking Co. had nothing to do in any respect with the Morton Packing Co. in its operations at Webster City, or anywhere else before Dec. 1, 1955."

The committee's announced purpose in the current hearings is to determine whether Continental and Morton and some other companies violated Taft-Hartley labor relations law provisions against management interference in union affairs.

Mr. Faunce recounted the sequence of events that began with Morton Packing Co. defeating the organization campaign of the United Packinghouse Workers. Later Morton Packing was sold, becoming Morton Frozen Foods Division of Continental. The division signed a contract with the Bakery and Confectionery Workers, which already held contracts for 80 other bakeries of Continental.

James G. Cross, president of the Bakery & Confectionery Workers International Union, appeared before the investigating committee to deny any dealings with the Nathan Shefferman firm, Chicago labor relations company, in connection with the Webster City organizing.

Union President Defies AFL-CIO Cleanup Order

WASHINGTON—James G. Cross, president of the Bakery & Confectionery Workers International Union of America, literally challenged the AFL-CIO recently to proceed with its threatened suspension of his union by asserting that the federation's orders to "clean up" would violate the bakers' union's constitution. Mr. Cross said that the bakers' union is resigned to leaving the AFL-CIO if forced out of it. He added, however, that the union intended to remain within the federation unless actually forced out.

The AFL-CIO executive council gave the 150,000-member union until Nov. 15 to comply with its housecleaning directives, including the ouster of Mr. Cross.

The council said failure to act would bring automatic suspension and probably expulsion of the union at next month's AFL-CIO convention.

Mr. Cross indicated earlier he had no intention of resigning his post with the bakers. He said he could not be declared ineligible to run for reelection at a special convention the council ordered because he was a member in good standing of the union.

——BREAD IS THE STAFF OF LIFE——

Ralph Ward Named To SBA Board

ATLANTA — The unexpired term of the late Louis F. Barth of the Southern Bakers Assn. board of governors will be filled by the appointment of Ralph Ward, Merchants Bakery, Inc., Norfolk, Va. Mr. Ward is a past president of the association.

Mr. Barth represented Virginia on the board of governors.

Mr. Barth's unexpired term on the board of trustees of the SBA University Fund, Inc., will be filled by Ed Derst, Derst Baking Co., Savannah. Sanford V. Epps, Augusta, Ga., is chairman of the board of trustees. Announcement of the appointments was made by William P. McGough, chairman of the SBA board of governors, and Benson Skelton, SBA president.

In conjunction with announcement of the appointments mentioned, it was also announced that a four-member election committee nas been named for the association in conjunction with the election of a 1957-58 chairman and governors from several states to serve two-year terms.

Roy R. Peters, Lakeland, Fla., vice president and immediate past chairman of the board of governors, will serve as chairman of this commitee. Other members are Ralph Ward, Norfolk, Va.; Sanford V. Epps, Augusta, Ga., and Hugh P. Wasson, Sr., Sheffield, Ala., all past presidents.

BAKERY STORES SHOW SALES INCREASES

WASHINGTON—Dollar volume sales of bakery products stores in the U.S. for August, 1957, increased 11% from both July, 1957, and August, 1956, according to a retail trade report compiled by the Bureau of the Census of the U.S. Department of Commerce. Dollar volume sales for the first eight months of 1957 increased 7% from the comparable period of 1956.

Comment . . .

. . . by Cooley

The American Bakers Assn. came up with a new slogan just about the time everyone was getting a little tired of slogans and was ready to believe the baking industry would never be able to get together on a suitable one.



F. W. Cooley, Jr.

Well, we have one now that has been accepted by pretty important people everywhere, and it is up to all of us to see that the phrase gains the utmost acceptance in the only possible way—through repetition. To put "Enriched Bread Enriches Health" in the same class as "Say it with Flowers" and "You Never Outgrow Your Need for Milk" requires just one thing—money. The baking industry has suffered in its competition with other foods because its advertising funds are quite limited, but now the American Bakers Assn. feels it has found a remedy. Top-flight baking officials, including bakery management as well as advertising, promotion and association talent, feel that the $75,000,000 spent by the baking industry each year on advertising can carry this slogan to the consumer more completely than has ever been possible.

To get "Enriched Bread Enriches Health" into every newspaper and magazine advertisement on baked foods, and into every TV spot announcement, is going to take more than mere awareness of the benefits of industry promotion. Every advertising agency is going to have to be told to use the emblem, slogan, or whatever variation of the emblem fits into the baking firm's advertising philosophy. Every baker must forget his resentment that enriched bread was chosen as the vehicle for promotion rather than cake, pie, or specialty breads.

If we all accept the fact that this slogan is the official theme of baking, and use it in as many ways as possible without fretting over its quality, then we will have taken a giant step toward successfully competing with other foods, and starting a successful industry promotion.

Let's give it a real good try.

* * *

You fellas who make a practice of standing out in the halls might learn lots of gossip about the industry, but you sure missed the greatest introduction in the history of the ABA—Jake Golman's shattering presentation of Governor Shivers . . .

* * *

The Associated Retail Bakers of America also took several steps forward in Chicago, with the adopting of National Retail Bakers Week as a permanent institution, and plugging for a substantial budget to give the promotion every chance to be successful. It's another event to make the baker very sure that "what's good for the baking industry is good for me."

* * *

The editor wishes he had a buck for every time he heard the phrase "What Happened to Minnesota?" during the dates Oct. 19-23. (Actually it was a reluctance to make that long trip to Pasadena only to find no one to play against when we got there.)

* * *

Thanks for reading. See you next month.

Frank Cooley

Editorials . . .

Key to the Future

THE American Bakers Assn. has completed its first 60 years with an annual meeting carrying the theme "Long Range Planning—Key to the Future." The architects of the industry seem to be taking an honest look at the past, present and future; it speaks well for baking's future that these men are planning for increased sales through increased consumer acceptance, and are at long last doing something about the place of baking in the nation's food picture.

Many encouraging signs can be found. The tonnage volume of the bakeries reporting to the ABA has shown a steady increase over the past decade. Particularly in the last three years tonnage has continued to increase at a faster pace than the population. The bread-eating group—those under 20, let's say—continues to grow to form the basis for America's fantastic future. The baking industry has never lacked for opportunity, but the industry must admit it has suffered from a continuing worship of the status quo.

The problems remain the same. They include a declining importance of most of the products of the baking industry, internal jockeying for market leadership that results in lowered profits for all, labor and distribution difficulties leading to a consolidation of the industry.

None of these problems would loom as large if more could be sold. The statistics so carefully gathered by the industry in the past few years justify a spirit of optimism as to the future of the industry's basic product, enriched white bread. It is not too ridiculous a projection to imagine bread carrying the entire baking industry upward to better consumer acceptance and better profits. The whole-hearted cooperation of every baking firm in recognizing the industry's problems and meeting them collectively can pay recognizable dividends within a decade.

——BREAD IS THE STAFF OF LIFE——

Niacin's New Role

SCIENTISTS are testing niacin for a possible new role in the nutritional field. Some experiments have been conducted in which large doses of niacin were given orally to both humans and rabbits to test the efficiency of the vitamin in lowering blood cholesterol levels.

Claims for its effectiveness have been made in scientific reports, though contrary opinion suggests that some of the observations are open to question. Nevertheless, no matter the outcome, the work being done, particularly that by the commercial vitamin manufacturers, is indicative of the never-ending search for ways to improve the nutritional and dietary value of bread.

Niacin is the B vitamin which has helped wipe out a dread disease, pellagra, in North America. In the days before white bread enrichment in the U.S., this disease of the nervous system was commonplace. The bread enrichment program put pellagra out of business. Now there may be greater promise for niacin's role in nutrition.

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The American Baker

Published Monthly for the Bakers of America

FRANK W. COOLEY, JR.
Editor

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Connecticut Bakers Announce Program For Convention

HARTFORD, CONN. — Bakery owners and supply men from every section of Connecticut and adjoining states will gather in Hartford Nov. 11 for the 25th annual convention of the Connecticut Bakers Assn., Inc., at Hotel Statler. Features of the silver anniversary event will include an historical presentation of baking industry highlights since Connecticut's first commercial bakery was opened on the waterfront of New Haven in 1639 by one Peter Browne.

The principal speaker will be E. E. Kelley, Jr. of Chicago, president of the American Bakers Assn. A decorated cake contest to select the best silver anniversary cake and the best novelty cake is planned, as well as a panel discussion of bakery refrigeration and a bakery demonstration by Frank Seelinger of Procter & Gamble Distributing Co. The afternoon program will feature the Connecticut premiere of the new film, "Your Daily Bread."

Election of officers and the presentation of annual reports will be done at the morning session. In the evening there will be a reception followed by the anniversary banquet, a floor show and dancing following introduction of new officers and the presentation of association awards.

The presiding officer at business sessions will be Charles R. Hoffman, incumbent president and head of the Hoffman Baking Co. of New Britain, who is completing his second year in the CBA office. David T. Duggan, Viking Baking Co., West Hartford, CBA vice president, is general chairman. Robert H. Winialski of Robertson Bakery, Hartford, treasurer, is in charge of banquet tickets.

——BREAD IS THE STAFF OF LIFE——

Red Star Promotes Three in Sales Posts

MILWAUKEE — The Red Star Yeast & Products Co. has promoted three men to key positions in California, according to an announcement issued by Donald E. Fisher, director of sales and advertising for the firm.

Milton J. Mayer is now sales manager of the San Francisco district, with headquarters in San Francisco. Preston E. Warburton is district sales manager for Los Angeles, and Edward D. Zilly is branch sales manager there. Both Mr. Warburton and Mr. Zilly have headquarters in Los Angeles.

All three men were with Consumer's Yeast Co. when it was purchased by Red Star in 1955, and are well known in the food industry on the West Coast.

——BREAD IS THE STAFF OF LIFE——

Gus Linn Named Cake Manager by QBA

NEW YORK — The Quality Bakers of America Cooperative, Inc., has announced the recent appointment of Gus Linn to the position of cake department manager. Mr. Linn brings to QBA considerable cake production and merchandising knowledge. For 23 years he traveled throughout the U. S. with Standard Brands' cake demonstration schools.

Prior to joining QBA, Mr. Linn was associated with Drake's Bakery in Brooklyn, N. Y. as cake department manager. Mr. Linn will be in charge of cake production and merchandising service to QBA plants.



EXPOSITION LEADERS MEET—The 1961 Baking Industry Exposition Committee, at its organization meeting held during the American Bakers Assn. convention, are (seated) left to right: newly elected officers: secretary-treasurer Harold Fiedler, secretary, American Bakers Assn., Chicago; chairman, Karl E. Baur, Liberty Baking Co., Pittsburgh, Pa.; vice chairman, J. U. Lemmon, Jr., DCA Food Industries, Inc., New York, N.Y.; assistant secretary-treasurer, Raymond J. Walter, executive secretary, Bakery Equipment Manufacturers Assn., New York, N.Y. (Standing) left to right are: Herman J. Richter, Jr., Richter's Bakery, San Antonio, Texas; J. Roy Smith, Smith's Bakery, Mobile, Ala.; Hollice H. Sims, Continental Baking Co., Rye, N.Y.; ABA president E. E. Kelley, Jr., Butter Krust Bakeries, Inc., Lakeland, Fla.; BEMA president T. F. Freed, Read Standard Division, Capitol Products Corp., York, Pa.; Jodean P. Cash, Fuchs Baking Company, South Miami, Fla.; T. F. Ronson, the Fred D. Pfenning Co., Columbus, Ohio; Keith H. Redner, Battle Creek (Mich.) Packaging Machines, Inc.; James R. Fay, Champion Machinery Co., Joliet, Ill.; and E. Archer Turner, Baker Perkins Co., Saginaw, Mich.

Langendorf United Bakeries Net Sales And Income Establish New Record

SAN FRANCISCO — Langendorf United Bakeries, Inc., produced and sold more of its products during the fiscal year ended June 29 than in any previous year, Stanley S. Langendorf, president, said in his annual report to stockholders.

"Net sales showed an increase of $7,024,602 over the previous year, a gain of 11.3%," Mr. Langendorf said. "Net income, too, was the highest in the company's history, showing an increase of $504,738 or 44.7% over the previous year."

Company operations for the fiscal year under review and comparison with the previous year are summarized below:

	Year ended June 29, 1957	Year ended June 30, 1956
Net sales	$69,107,471	$62,082,869
Income before federal taxes	3,368,657	2,416,792
Federal taxes on income	1,735,127	1,288,000
Net income	1,633,530	1,128,792

Net income was equivalent to $16.57 a share on outstanding preferred stock or 9.2 times dividend requirements of $1.80 a share, Mr. Langendorf said.

After preferred dividend payments, earnings on 586,866 shares of common stock outstanding at fiscal year-end were equal to $2.48 a share. This compared with $1.67 a share earned on 569,400 shares of common stock outstanding at the close of the preceding year. The latter figures are adjusted for purposes of comparison to reflect the 100% common stock dividend paid Dec. 31, 1956. Of the 17,466 additional common shares issued during the year, 2,080 shares were issued to key personnel under the company's long term purchase plan and the remainder was issued in connection with property acquisitions discussed later in this report.

Following payment of the 100% common stock dividend, the quarterly cash dividend rate of 30¢, or $1.20 annually, on the increased number of shares, represented an increase of 20% over the previous dividend rate.

Dividends declared for the full fiscal year represented 52% of earnings, aggregating $177,480 on the preferred stock and $674,476 on the common.

Early in the fiscal year the company acquired all of the capital stock of Jordan Baking Co. of Tacoma, Wash., and of Cities French Bakeries of Berkeley, Cal. The Jordan corporation has been dissolved and operates as the Jordan division. Cities French Bakeries is operated as a wholly owned subsidiary and has been converted to production of Langendorf bread requirements for the East Bay area of San Francisco.

The gratifying increase for the year both in net sales and profits is attributable in part to price adjustments which have been made in certain areas to meet increased costs, and also to higher efficiencies from added productive capacity and installation of modern facilities, resulting in improved quality and uniformity, Mr. Langendorf said.



BREAD VARIETY—Viewing the bread display at the recent annual convention of the American Bakers Assn. at the Hotel Sherman, Chicago, are (left to right): A. D. Burton, Wm. Wolf Bakery, Inc., Baton Rouge, La., and Jodean P. Cash, Fuchs Baking Co., South Miami, Fla.

Committee Heads For 1961 Baking Exposition Selected

CHICAGO—Karl E. Baur was elected chairman and J. U. Lemmon, Jr., was elected vice chairman of the 1961 Baking Industry Exposition Committee at its organization meeting held Oct. 22, at the Hotel Sherman, Chicago. Mr. Baur is a past president and a governor of the American Bakers Assn. and vice president of Liberty Baking Co., Pittsburgh, Pa. Mr. Lemmon is a past president of the Bakery Equipment Manufacturers Assn. and is associated with DCA Food Industries, Inc., New York, N.Y.

The committee elected ABA secretary Harold Fiedler, as secretary-treasurer, and BEMA's executive secretary, Raymond J. Walter, as assistant secretary-treasurer.

The 1961 Baking Industry Exposition Committee is a joint committee of members of the American Bakers Assn. and the Bakery Equipment Manufacturers Assn., who will cosponsor the 1961 Baking Industry Exposition.

At its first meeting, the committee approved: 1) the dates, Oct. 7-12, 1961, and the Atlantic City Convention Hall, Atlantic City, N.J., as the time and place for the 1961 Baking Industry Exposition; 2) the preparation of preliminary floor plans for exhibit space; and 3) tentative plans to reserve hotel accommodations. Mr. Baur recommended and the committee unanimously approved the continuance of the general policies of the successful 1955 Baking Industry Exposition for the 1961 exposition.

Members of the 1961 Baking Industry Exposition Committee and their company affiliations are as follows: Chairman, Mr. Baur; Jodean P. Cash, Fuchs Baking Co., South Miami, Fla.; Morris Cohen, Interstate Bakeries Corp., Kansas City, Mo.; E. E. Kelley, Jr., (ex officio), president, American Bakers Assn., Chicago, Ill., Butter Krust Bakeries, Inc., Lakeland, Fla.; Herman J. Richter, Jr., Richter's Bakery, San Antonio, Texas; Hollice H. Sims, Continental Baking Co., Rye, N.Y.; J. Roy Smith, Smith's Bakery, Mobile, Ala.; secretary-treasurer, Mr. Fiedler; vice chairman, Mr. Lemmon; James R. Fay, Champion Machinery Co., Joliet, Ill.; A. J. Fava, American Machine & Foundry Co., New York, N.Y.; T. F. Freed (ex officio), president, Bakery Equipment Manufacturers Assn., New York, N.Y., Read Standard Division, Capitol Products Corp., York, Pa.; Keith H. Redner, Battle Creek (Mich.) Packaging Machines, Inc.; T. F. Ronson (alternate), the Fred D. Pfenning Co., Columbus, Ohio; E. Archer Turner, Baker Perkins Co., Saginaw, Mich.; and assistant secretary-treasurer, Mr. Walter.

SALES GAINS MADE BY BAKERY STORES

WASHINGTON—Dollar volume sales of bakery products stores in the U.S. for August, 1957, amounted to $79 million, compared with $71 million for both July, 1957, and August, 1956. Total sales for the first eight months of 1957 amounted to $596 million, also an increase compared with $558 million for the comparable eight months of 1956. Figures are from a monthly retail trade report compiled by the Bureau of the Census, U.S. Department of Commerce.



W. M. Clemens
ABA Chairman



E. E. Kelley, Jr.
ABA President



Russell Duvernoy
ABA Vice President

ABA Winds Up 60th Annual Meeting

Wholesale Baking Plants Show 17% Increase in Volume in 10 Years

CHICAGO—Living up to its theme of "Long Range Planning," the 60th annual convention of the American Bakers Assn. here this week forecast a substantial expansion of bread tonnage, and unveiled a new slogan expected to increase the consumer's awareness of the proper place of enriched bread in the diet.

Thought to be of increasing importance to the baking industry in future years will be the steady expansion of population in the U.S., the continued shift in shopping habits of the consumer, the new and highly important developments and more basic information in the field of nutrition.

After years of search and the consideration of over 900 slogans designed to point up the nutritional advantages of bread, the ABA has settled on "Enriched Bread Enriches Health," and will immediately move to incorporate the phrase in the advertising of its members. It was estimated that the baking industry spends over 75 million dollars yearly on advertising of all kinds in print media, TV and radio, and billboard advertising. The association's members buy the bulk of this advertising, so it is hoped to get a considerable impact on the consuming public within the next year.

Slogan Introduced

The slogan was introduced during the first general session of the association, following addresses by Roy Nafziger, Interstate Bakeries Corp., who is chairman of the association, and E. E. Kelley, Jr., Butter Krust Bakeries, Inc., Lakeland, Fla., president. Mr. Kelley introduced the slogan. The copyrighted and illustrated national slogan will be used in bakery advertising and promotional material.

The slogan was submitted by Ernest Heuter, advertising manager of Interstate Bakeries, Los Angeles. It was one of more than 900 slogans suggested by bakers and their advertising agencies. Mr. Heuter was presented with the original artwork of the slogan symbol, suitably framed.



The subject of an industry-wide slogan has been discussed by the ABA board of governors for many years. Early this year Mr. Nafziger took definite action and named a committee to seek suggested slogans. He appointed Harold Budde of the Purity Baking Co., Decatur, Ill., chairman of the committee.

Mr. Budde sent letters to all ABA members, soliciting their suggestions. "The response," he said, "was far greater than we expected. Most of the slogans offered were good, but we all feel strongly that the final selection was the best of the lot. The slogan has a universal appeal. We urge all members to use it wherever possible."

The president said that: "I feel that this slogan will tie bread and good health together, providing it gets maximum use throughout the nation.

"The slogan—plus the symbol—means we can restrict its use to members of the ABA and grant it to other people who will be licensed specifically to use it. We will provide bakers with mats and artwork so that the symbol can be included in all visual advertisements.

"Let me emphasize that this is **Your** slogan. Members of ABA think that it is a good one. It will have adequate impact only if it is used widely. We hope it will be used in every possible way as soon as we can provide the material needed for advertising and promotional activities."

Mr. Kelley pointed out that the slogan does two important things: First, it helps build a greater knowledge of what the word "enriched" actually means; secondly, it ties bread directly to health. "The program planning committee which directs the activities of the Bakers of America Program approved the slogan heartily," he said. "The members of this committee believe it reaches toward our continuing goals of educating more people into the true meaning of enrichment and to the fact that enriched bread is an important factor in good health."

Other members of the slogan committee were Cedric Seaman, Continental Baking Co., New York; J. P. Cash, Fuchs Bakery, South Miami, Fla.; Ernest A. Nickles, Alfred Nickles Bakery, Navarre, Ohio; Charles Regan, Interstate Bakeries, Chicago; and Edmund Kutchens, New Process Baking Co., Chicago. Total bread volume is considerably higher than it was five years ago today, Mr. Kelley said. Credit it to the expansion of population, credit it to greater per capita consumption, or credit it to more aggressive merchandising and education, but the fact remains that industry tonnage is up.

"As you know, I have been one of those who have expounded for the past few years that while total wheat flour consumption may be down, bakery bread volume has very definitely not been down. The facts continue to bear out this statement," Mr. Kelley said.

"Bread volume is up; the use of flour by bakers has gained steadily, and each year in recent years has reached new high totals. Today more than ever, the baker is the outlet for the most important part of the wheat farmer's production. Currently requiring slightly over 340 million bushels of high quality wheat, I will again stick my neck out, as I have before, and predict that the time is not too far distant when the baker will be using 400 million bushels, and in a matter of a decade or so we should be using close to 500 million bushels."

Paying tribute to the accomplishments of the baking industry's work in consumer education through the activities of the Bakers of America Program, the ABA president stressed that "greater depth" is still needed in the activities and expansion in every area in which it is now operating. Particularly needed are more bakers contributing financial support and operating at local levels in cooperative activities. The local work is necessary to achieve deeper penetration with the association's educational material.

Mr. Kelley also brought the ABA membership up to date on the progress of wheat councils throughout the growing areas which are supposed to share with the baking industry some of the burden of consumer education.

At a meeting of wheat grower representatives in Denver next week, the association and the American Institute of Baking will detail what they are doing and suggest that the wheat grower can augment and supplement the baker campaign in the manner of wheat councils already established in Oregon, Nebraska and Kansas.

Mr. Nafziger reported that consumption of bakery products continues to show an increase, emphasizing that "Our volume increase is outstripping the percentage increase in population. We hold about a 3% increase in bread over last year, with population up only about 1.8%. Official figures show that baking pro-

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Sanford V. Epps
ABA Vice President

CONVENTION COVERAGE

Editorial coverage of the 1957 convention of the American Bakers Assn. in Chicago was handled by the following members of The American Baker editorial staff: Frank W. Cooley, Jr., of Minneapolis and Don E. Rogers and Henry S. French, Chicago.

ABA Convention Names Officers

CHICAGO — William M. Clemens, Trausch Baking Co., Dubuque, Iowa, was elected chairman of the American Bakers Assn. at the ABA's 1957 annual convention being held at the Hotel Sherman here this week.

Other officers elected were: vice presidents, Russell Duvernoy, Duvernoy & Sons, Inc., New York, N.Y., and Sanford V. Epps, H. H. Claussen's Sons, Inc., Augusta, Ga.; treasurer, C. J. Burny, Burny Bros., Inc., Chicago.

E. E. Kelley, Jr., Butter Krust Bakeries, Inc., Lakeland, Fla., was re-elected president of the association and Harold Fiedler, Glen Ellyn, Ill., reelected secretary.

The executive committee of the association now is composed of the following: William M. Clemens, Trausch Baking Co., Dubuque, Iowa; Thomas L. Awrey, president, Awrey Bakeries, Inc., Detroit, Mich.; George K. Batt, vice president, Dugan Bros. of N.J., Newark, N.J.; F. W. Birkenhauer, chairman and president, Wagner Baking Corp., Newark, N.J.; C. J. Burny, president, Burny Bros., Inc., Chicago, Ill.; Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill.; Albert Gordon, president, Gordon Bread Company, Los Angeles, Cal.; Lewis G. Graeves, president and manager, Charles Schneider Baking Co., Washington, D.C.; R. Newton Laughlin, president, Continental Baking Co., Rye, N.Y.; Albert S. Schmidt, Capital Bakers, Inc., Harrisburg, Pa.; Daniel J. Uhrig, president, American Bakeries Co., Chicago, Ill., and Arthur Vos, Jr., president, Macklem Baking Company, Denver, Colo.

The finance committee includes: Chairman, C. J. Burny, president, Burny Bros., Inc., Chicago, Ill.; Edwin G. White, president, White Baking Co., Indianapolis, Ind.; Harold D. LeMar, president, P. F. Petersen Baking Co., Omaha, Neb.



C. J. Burny
ABA Treasurer

Governors at large include Paul Dean Arnold, president, Arnold Bakers, Inc., Port Chester, N.Y.; C. J. Burny, president, Burny Bros., Inc., Chicago, Ill.; J. W. Carence, chairman of the board, Campbell-Taggart Associated Bakeries, Inc., Dallas, Texas; W. J. Coad, Jr., president, Omar, Inc., Omaha, Neb.; Sanford V. Epps, president, H. H. Claussen's Sons, Inc., Augusta, Ga.; L. H. Fortin, president, Van de Kamp's Holland Dutch Bakers, Inc., Los Angeles, Cal.; Ogden A. Geilfuss, president, Southern Bakeries Co., Atlanta, Ga.; R. Arnold Jackson, president, Ward Baking Co., New York, N.Y.; Stanley S. Langendorf, president, Langendorf United Bakeries, Inc., San Francisco, Cal.; Harold D. LeMar, president, P. F. Petersen Baking Co., Omaha, Neb.; E. P. Mead, president, Mead's Bakery, Inc., Amarillo, Texas, and C. J. Patterson, president, C. J. Patterson Co., Kansas City, Mo.

The majority directors of American Institute of Baking are Jodean P. Cash, president, Fuchs Baking Co., South Miami, Fla.; Joseph E. Franz, president, United States Bakery, Inc., Portland, Ore., and Graham McGuire, president, Lakeland Bakeries, Inc., St. Cloud, Minn.

Oswald Jaeger, Jr., Oswald Jaeger Baking Co., Milwaukee, Wis., will fill the vacancy in Region 11; for Region 21 (Idaho, Montana, Oregon, Washington), E. F. Davidson, president, Davidson Baking Co., Portland, Ore., and for the vacancy in the multi-state branch, John R. Dow, president, Interstate Bakeries Corp., Kansas City, Mo.

The 1958 nominating committee is composed of chairman, Fred L. Cobb, president, Cobb's Sunlit Bakery,

(Turn to **ABA OFFICERS**, page 50)



Harold Fiedler
ABA Secretary

W. A. Lohman, Jr., Named Head of Baking Industry's Allied Trades

CHICAGO — William A. Lohman, Jr., General Mills, Inc., Minneapolis, was elected president of the Allied Trades of the Baking Industry, Inc., at the breakfast meeting of the group during the annual convention of the American Bakers Assn. He succeeded M. G. Rhodes, Standard Brands, Inc., New York, who had served two terms.

T. E. Lauder, Ekco Engineering Co., Chicago, was elected first vice president, and J. Miles Decker, James M. Decker Co., Baltimore, second vice president. Claude Bascombe, Standard Brands, Inc., New York, was re-elected secretary-treasurer.

Three directors were elected, with terms to expire in 1960. They are Mr. Rhodes, Walter Rose, Chapman & Smith Co., Melrose Park, Ill., and Jerome F. McCarthy, J. F. McCarthy Co., New York.

The directors whose terms will expire in 1959 are Charles F. Karkalits, Hoffmann-La Roche, Nutley, N.J.; A. M. Hillner, the Paniplus Co., San Jose, Cal., and Fred Nicolai, Anheuser-Busch, Inc., Chicago.

Mr. Rhodes was presented with a watch by the membership of the allied trades, with Fred Cobb, Cobb's Sunlit Bakery, Green Bay, Wis., giving the testimonial.

Mr. Bascombe read the names of allied trades members who died during the past year, including: John W. Burns, president of the allied trades in 1922; R. A. Craig, National Vulcanized Fibre Co., Wilmington, Del.; William E. Derrick, William E. Derrick Co., New York; W. W. DeWilde, DeWilde & Co., Inc., Boston; Stanley G. Erdman, Baltimore; A. M. Gantz, Standard Brands, Inc., Toledo, Ohio; Warner Johnson, Par-Way Co., Yonkers, N. Y.; Joseph B. Martinko, Standard Brands, Inc., Canton, Ohio; Milton W. Mugler, Buffalo Nut Shops, Inc., Buffalo; W. Kent Perkins, Rumsey-Perkins, Inc., Chicago; Fred A. Peters, Eckhart Milling Co., Chicago; Roy Schaberg, Excelsior Engineering Co., New Rochelle, N. Y.; J. Kirby Tompkins, Tompkins Label Service, Philadelphia, and Louis A. Unger, the Unger Co., Cleveland, Ohio.



W. A. Lohman, Jr.

(Turn to **ALLIED TRADES**, page 50)

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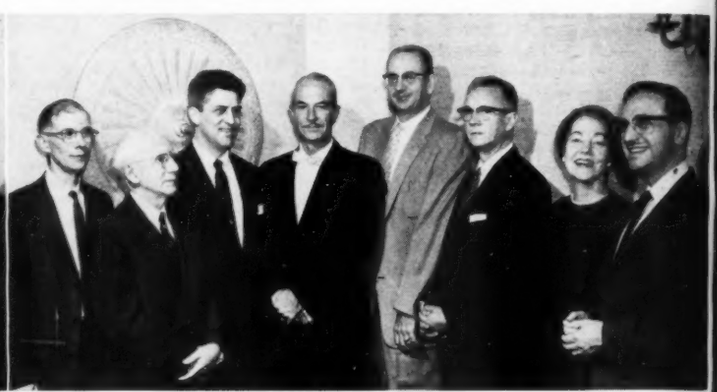
On the Scene at the ABA . . .





PIE, MULTI-UNIT BRANCHES MEET—Speakers at the Wholesale Pie Branch meeting during the annual convention of the American Bakers Assn. included (left to right): F. W. Birkenhauer, Wagner Baking Corp., Newark, N.J.; Dr. Merlin S. Bergdoll, University of Chicago; Stanley Ellis, Marathon Corp., Menasha, Wis.; R. J. Layman, Bowie Pies, Inc., Los Angeles, Cal.; Lawrence Fasano, Fasano Pie Co., Chicago, Ill.; Harold E. Snyder, Baking Industry, Chicago, Ill.; Albert E. Fausak, Mrs. Smith's Colonial Baking Co., Silver Spring, Md., and Carl G. Denton, Farm Crest Bakeries, Detroit, Mich. (Right) Panel members at the afternoon meeting at the Multiple-Unit-Retail Branch were (seated left to right): James Hall, Egekvist Bakeries, Inc., Minneapolis, Minn.; co-chairman Thomas Flood, Burny Bros., Inc., Chicago, and Edward T. Gilchrist, Hough Bakeries, Inc., Cleveland, Ohio. Standing (left to right): Sam L. Silber, Silber's Bakery, Inc., Baltimore, Md.; R. M. Dillon, Vanderpool's Bakeries, Inc., El Paso, Texas; chairman Walter Jacobi, Ebinger Baking Co., Brooklyn, N.Y.; J. C. MacAlpine, Jr., J. C. MacAlpine & Son, Philadelphia, Pa. and Robert Stark, Barbara's Bake Shoppe, Des Moines.





SCIENTIST HONORED—Distinguished scientist Dr. Conrad A. Elvehjem was saluted by the American Institute of Baking, Chicago, Oct. 21 on the 20th anniversary of his isolation of niacin. Left to right are Louis E. Caster, chairman of the board of the Institute; Dr. Elvehjem, dean of the University of Wisconsin's graduate school; Dr. Paul deKruif, noted science writer, who made the award; and Howard O. Hunter, institute president. Featured speakers and department heads are shown at the right above at the anual meeting of the AIB. Left to right are: Welker G. Bechtel, director of laboratories, AIB; Dr. Clyde H. Bailey, dean emeritus, Institute of Agriculture, University of Minnesota, and a member of the institute's scientific advisory committee; Dr. Robert W. English, director of education, AIB; Shelby T. Grey, director of the bureau of program planning and appraisals, U.S. Food and Drug Administration; Louis A. King, Jr., director of the department of bakery sanitation, AIB; Dr. William B. Bradley, scientific director, AIB; Mary Ellis, nutrition education coordinator, AIB (substituting for Ellen H. Semrow, director of consumer service, AIB); and Dr. Philip Lewis, director of the bureau of instructional materials, Chicago Board of Education, and a member of the institute's consumer service advisory committee.



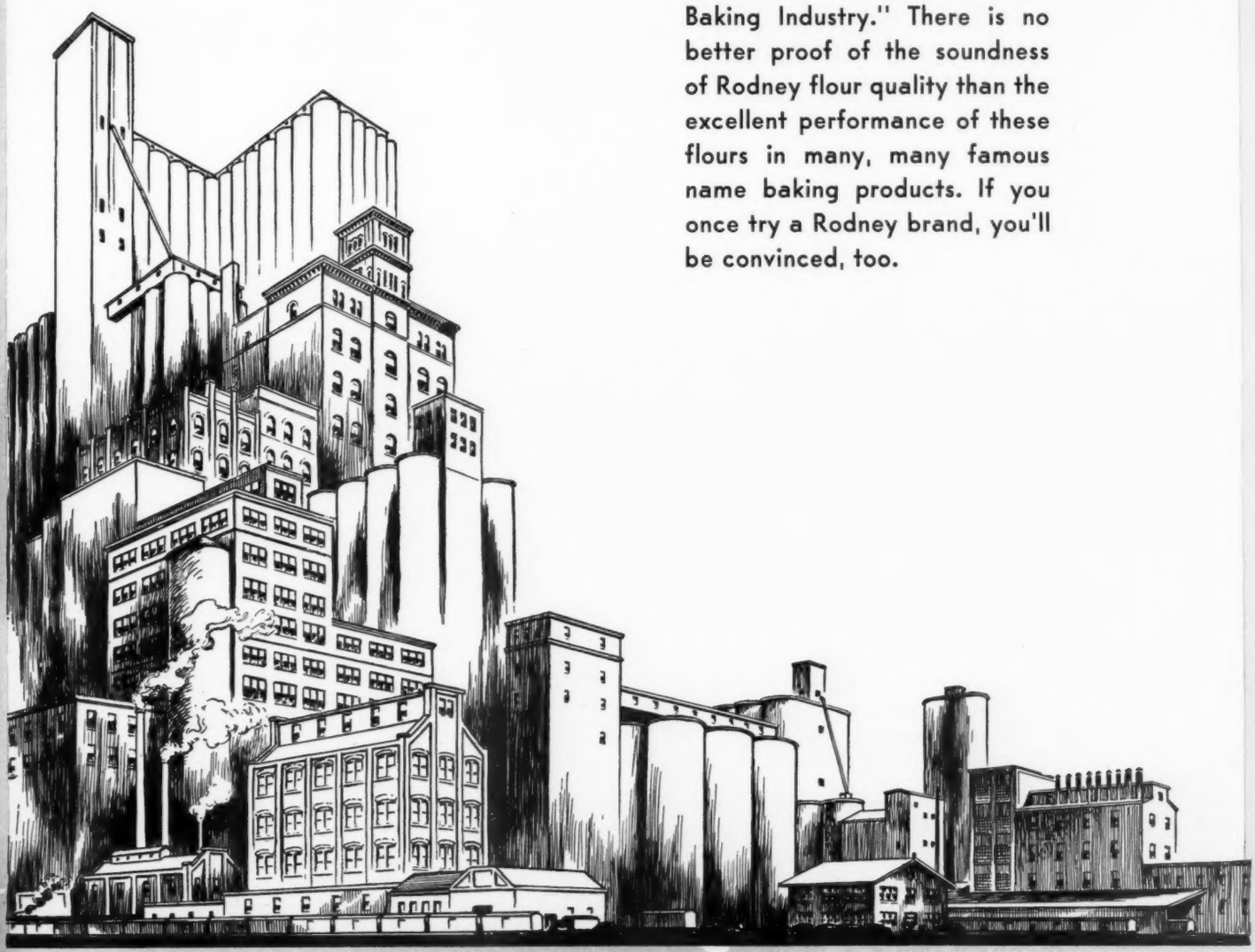




ABA SCENES—Attending the industrial relations luncheon meeting during the annual convention of the American Bakers Assn. at the Hotel Sherman, Chicago, were (left to right): ABA secretary Harold Fiedler, Chicago; D. H. O'Connell, American Bakeries Co., Chicago and Victor Riesel, labor columnist and lecturer, New York, N.Y., who was the guest speaker. In the center illustration is Paul V. Dwyer, Firch Baking Co., Inc., Erie, Pa., addressing the young bakery executives meeting, of which he was chairman. At the right is the 4-ft., two-tier cake, with a revolving disc top, prepared by Burny Bros., Inc., of Chicago, for display at the annual convention to commemorate the 60th anniversary of the ABA, celebrated this year.

HEART OF AMERICA

"Known by the Company They Keep" . . . this is one maxim that certainly applies in the case of Rodney flours. The list of bakers using Rodney brands reads like a "Who's Who in the Baking Industry." There is no better proof of the soundness of Rodney flour quality than the excellent performance of these flours in many, many famous name baking products. If you once try a Rodney brand, you'll be convinced, too.



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ABA MEETING

(Continued from page 6)

duction is out-performing that of most other food products."

The chairman also commented on a new booklet the association has prepared as an aid in recruiting personnel for the baking industry, the need for a better safety program in the industry, and the need for plant modernization, more efficient production methods, aggressive selling, and possible diversification and expansion.

Speaking For Production

Also speaking on the production side of the industry as president of the American Society of Bakery Engineers, was Harold M. Freund, Freund Baking Co., St. Louis.

"All your thinking and planning for standardization, mechanization, training, marketing, and the like, will not be enough and will not assure profits unless you give proper emphasis to the palatability of your product and its appetite appeal on the eating public," Mr. Freund said.

"We cannot overlook the fact that we don't sell bakery products as such, but rather we sell the end result of the baked foods, and that end result is palatability. I sometimes wonder if we didn't standardize and synthesize a lot of old-time white bread palatability right out of today's loaf. I wonder, too, if the same thing can't be said of sweet goods and variety products in many areas."

"As we plan, I think we should drop the question, so often asked in planning sessions, 'Will it sell?' and change the question to, 'Will people want to eat it and eat more of it?' Then, too, I want to propose another phase of planning and research that I believe our industry must do more about almost immediately. We must research and plan for the introduction of more truly new bakery products. I do not mean, necessarily, variations of items we have been selling for the past 30 years. Rather, I mean completely new ideas. If we are to enjoy a relatively stable economy for the next years, then it is possible the public will eat fewer bakery items. We must plan to attract them more often to our products by dint of new ideas, new products, new packaging, and ever improved palatability," Mr. Freund concluded.

Also featured on the first general session were Allan Shivers, former governor of Texas, and now chairman of the board of Western Pipe Line, Inc., Austin, Texas; and Dr. Carl S. Winters, of the First Baptist Church of Oak Park, Ill. Mr. Shivers spoke on the role of the conservative in government, and predicted the possible growth of a third political party if large numbers of people cannot agree with the tenets of present parties.

As chairman of the session, Mr. Nafziger and Harold Fiedler, secretary of the association, distributed scrolls honoring several members of the association for their past service. William M. Clemens, Trausch Baking Co., Dubuque, Iowa, new chairman of the association, was honored for his long service as treasurer; Mr. Nafziger as chairman, and John F. Schaible, Schaible's Bakery, Easton, Pa., and Jake Golman, Oak Cliff Baking Co., Dallas, Texas, as vice president of ABA.

Institute Program

In the afternoon, the annual meeting of the American Institute of Baking was held at the institute building under the chairmanship of Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill., chairman of the AIB. The various activities of the institute were evaluated by experts from outside the industry. Dr. Philip Lewis, Chicago Teachers College, examined the consumer service program. Shelby Grey, director of the bureau of program planning and appraisal for the U.S. Food and Drug Administration, Washington, handled the sanitation program phase; Dr. C. H. Bailey, department of agriculture, University of Minnesota, Minneapolis, the research program; and Dr. Edward M. Barnett, professor of marketing research at Northwestern University, Evanston, Ill., the educational program. Charles R. Miller, Arthur Young & Co., Chicago, examined the administration and finance of the institute.

During the rest of the convention, the various branches of the ABA will hold their individual meetings, and the members will be given a report on the progress of the association in its promotion and publicity activities.

Tonnage in the baking industry continues to move upward in relation to population increases, E. E. Kelley, Jr., president of the ABA, told the closing session Oct. 23.

"Comparing the same bakery plants, we find that these bakeries this year are showing an increase of 17% compared with the volume they produced in 1947," Mr. Kelley stated. "The same bakeries so far this year average more than 10% above 1954, while population is up only 6%."

Replying to statements by members of the flour milling, baking and other industries that the per capita flour consumption decline is directly reflected in a baking industry decline, Mr. Kelley emphasized:

"I don't care what the students of flour volume say. We are concerned only with baker bread volume, including bread-type rolls. If total flour volume and per capita flour use are down, that merely means to my mind that the baker is even more important as a flour user, both to the miller and the wheat grower, because total baker use of flour is up and has gained steadily over the years. The U.S. Department of Agriculture says per capita flour consumption declined to 120 lb. between 1947 and 1957 but I say again: baker bread volume went up in that period.

"There are many factors involved in the greater demand for bread and other bakery foods. Growing demand for variety breads has helped; the partially baked rolls are gaining in volume and may have helped build the dinner market.

"And we believe there must be some credit given to our educational drive. The thousands and thousands of clippings which publicize bread and show new and different ways to use bread; the calls our field staff members have made on educators; the great breakfast and picnic drives—all these are factors in the heavily increased volume the baker has recorded in the past 10 years."

Mr. Kelley also said: "It is a physical impossibility for me to feel anything but optimistic about the next ten years. Given ten years of normal world conditions, there should be nothing but a bright glow on the baker's horizon.

"There has been a recognized need in our industry for a combined effort to raise the whole industry to higher levels for at least a half century. Now the problem is to continue this concerted effort for the next ten years," the ABA president said. "The bakers who are supporting the Bakers of America Program are convinced that the campaign is sound, that it is bringing benefit and that even greater benefit will result in the decade ahead.

Greater Participation Urged

"Expansion of the program rests with bakers who are not supporting the program. We cannot rely merely on greater dollar volume of our present subscribers to increase the activity in the years ahead," Mr. Kelley concluded.

Following Mr. Kelley's report, Dudley E. McFadden, public relations director of the ABA, gave a slide film presentation of the organization's accomplishments during the past year.

The world premiere of the association's new color sound film, "Your Daily Bread," was the climax of the morning session. Telling the story of bread's important role in nutrition, the film includes a step-by-step account of bread making.

The film shows the greater ability of our young people in athletic events, and portrays the role of enrichment in the greater vigor and better health which prevail today. It pictures Dr. W. W. Bauer, director of health education of the American Medical Assn., testifying to the value of enrichment. The film shows variety breads and pictures in beautiful color, along with a variety of sandwiches. The important contributions of bread to the diet in minerals, vitamins and protein, are outlined.

"Your Daily Bread," in full color,

(Turn to ABA MEETING, page 46)

ABA BRANCH CHAIRMEN NAMED

CHICAGO—The following were elected to head various branches of the American Bakers Assn. for 1958:

Home Service—Maurice B. Clark, Colonial Baking Co., Grand Rapids, Mich.

Wholesale Bread—Harold L. Budde, Purity Baking Co. of Illinois, Decatur, Ill.

Multi-Unit-Retail — Tom Flood, Burny Bros., Chicago, chairman; Sam L. Silber, Silber's Bakery, Inc., Baltimore, Md., co-chairman.

Wholesale Pie—O. J. Layman, Bowie Pies, Inc., Los Angeles.

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STAN-EX—a high quality egg yolk replacement product for sweet rolls, coffee cakes, doughnuts, cookies and partially baked goods.

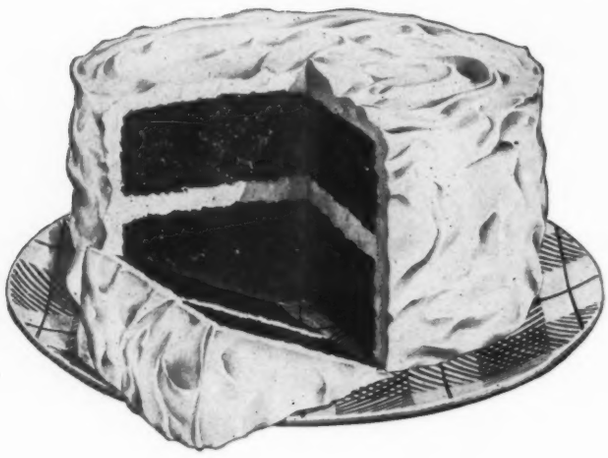
STAN-WHITE—stabilized powdered egg whites, for angel foods, layer cakes, cookies, icings, pie fillings, meringues, marshmallow and other toppings.



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Speakers Outline Development, Use Of Egg Solids

CHICAGO — The Chicago Bakery Production Club, at its October meeting, had as guest speakers J. M. Stukis and George Pankey, both from Armour & Co., Chicago. Each talked on egg solids, followed by an extensive display of baked foods, in which the various egg solids were used.

Mr. Stukis talked on the history, production, functional properties and uses of egg solids. Mr. Pankey talked on the incorporation of egg solids in various baked items displayed and methods by which the cakes, pies, sweet goods, cookies and doughnuts were produced. The term "egg solids" is now used in place of the term "dried eggs," the speakers pointed out.

It was explained that egg drying research and production of today were suppressed in the past by foreign competition. In the late 1920's a 27¢ tax on dried egg imports from China was levied and stimulated American research and production in this field. A further stimulus resulted from the Chinese Civil War and the greatest stimulus came from World War II when imports were cut off and there was great demand from the Armed Services, said the speakers, Therefore, this American industry became fully established after World War II. Along with its establishment came research and development of improvements which are of help to the baking industry, they added.

Highlights from their presentation follow:

"Today's egg solids are of a quality not known in the past. There have been many improvements since the industry has been able to stand on its own feet. Egg solids are now stabilized from deterioration during storage. There are no additives in egg solids. Improvements in packaging insure good keeping quality.

"The egg solids of today are of the best quality due to improvements in selection, handling, processing, and quality control checks. Only fresh table grade eggs are used. They are picked up at farms sooner, put under refrigeration, candled and quickly processed. This has resulted in uniformity, clean odor, low bacterial count, stability and performance claimed to equal that of liquid egg products. No reconstitution is necessary with spray-dried egg products; only the addition to the dry ingredients. It was indicated that the reconstitution of spray-dried egg solids with water is very rapid when bakers prefer it that way. Egg solids do not 'lump up' as in the past."

The combined talks stimulated an active question and answer period. The extensive baked goods display brought out many favorable comments as the guests and members examined and sampled the various items.

The next meeting of the production



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—Specially Milled by the Blodgett Family—Since 1848
FRANK H. BLODGETT, Inc., Janesville, Wisconsin



BEMA MEETS—Members of the board of directors of the Bakery Equipment Manufacturers Assn. met in Chicago during the annual convention of the American Bakers Assn. Attending the meeting were (left to right) seated: Keith Redner, Battle Creek Packaging Machinery Co., Battle Creek, Mich., BEMA vice president; T. F. Freed, Read Standard Division, Capital Products Corp., York, Pa., BEMA president, and Raymond J. Walter, secretary-treasurer. Standing: James R. Fay, Champion Machinery, Joliet, Ill.; E. Archer Turner, Baker Perkins, Saginaw, Mich.; E. H. Leedy, Lockwood Mfg. Co., Cincinnati; T. F. Ronson, Fred D. Pfenning Co., Columbus; and Robert A. Miller, J. H. Day Co., Cincinnati.

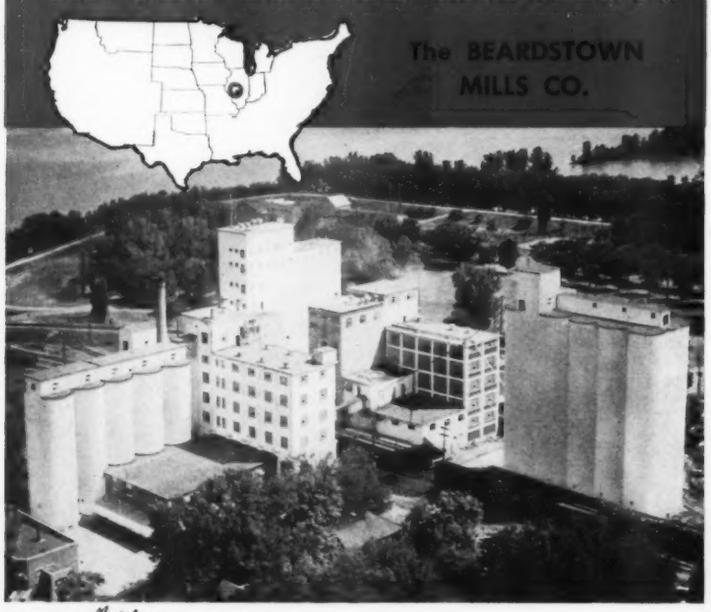
club will be Nov. 12 at the Midland Hotel, Chicago, and will include a talk on packaging, design and color as a means for motivating a purchase of baked foods in competition with other foods. Reservations for the dinner should be made with Ed Kapalka, secretary, The Bryo Co., Chicago.

—BREAD IS THE STAFF OF LIFE—

RAISIN TONNAGE

FRESNO, CAL.—September shipments of California raisins to the trade in the U.S. and Canada totaled 14,335 tons, 1,691 tons less than September a year ago. The post-war September average is 13,821 tons, according to Gerald W. Jones, manager of the California Raisin Advisory Board. Statistics are compiled by the raisin administrative committee. The Aug. 31 estimated carryout of raisins totaled 16,132 tons, only 1,797 tons more than September shipments. Bulk shipments for the month totaled 7 830 tons, down 671 tons from the September, 1956, total. Packaged shipments totaled 6,505 tons, down 1,020 tons.

LOCATED BEST
IN THE ENTIRE MIDWEST!





Shipments from the Beardstown Mills to you are faster because they have fewer terminals — fewer congested gateways through which to pass. You benefit in savings of time and money!

LOCATED BEST FOR SPEEDY SHIPMENTS, TOO!

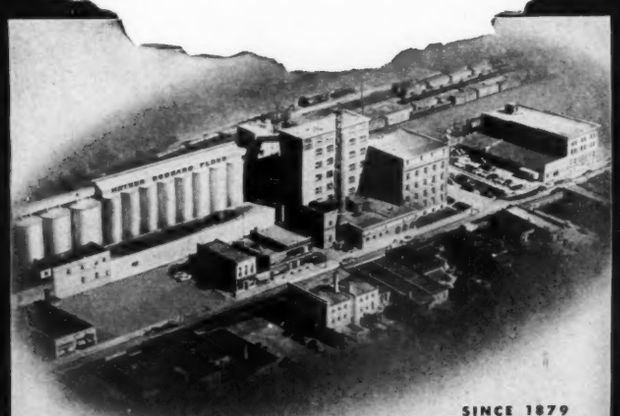


Located ideally to receive wheat from *all three* major wheat producing areas, The Beardstown Mills can select from districts producing the finest wheat suitable for milling the *very best flour!*

QUALITY CONTROL IS THE WATCHWORD
. . . throughout every step of the milling operation!

the Beardstown Mills Co.
BEARDSTOWN, ILLINOIS
Producers of Spring, Hard and Soft Wheat Flours since 1875

OTSEGO
A fancy clear favored in the highest quality shops



SINCE 1879
HUBBARD MILLING COMPANY
MANKATO, MINNESOTA



Add more "fresh" flavor to your cakes

...add Fleischmann's *Frozen* Eggs

"Down on the farm" freshness is captured in every pound of high quality Fleischmann Frozen Egg Products.

Careful selection and processing

Rigid quality specifications are precisely followed, to give your baked foods more delicious flavor and more appetizing appearance.

Better baking qualities: Fleischmann Frozen Eggs give you greater volume . . . produce cakes with the "just-right" texture and color which attract sales.

Use Fleischmann's "Vol-Tex" Egg Product and Fleischmann's "Vol-Whip" Egg White—for all your Baking needs.

Consult your Fleischmann man about additional benefits you can get—in Merchandising aid and Production help.

Fleischmann is First

. . . in frozen eggs for bakery needs

How Good Is Bread?

Criticism Aimed At Bread Today Is Old Story

NEW YORK — Standards Brands, Inc., and its Fleischmann Division, have issued to stockholders and employees a pamphlet which expresses in a novel way the fact that the baker's problems of today are neither unique nor new.

Within the pamphlet is the following lament, often heard by bakers today:

"Who does not remember with pleasure the sweet and wholesome bread we used to eat, when we were children! The monster loaves, with the rich nutritious outside crusts, that were in reality the true staff of life . . .

"The present high price of nearly all kinds of food, and particularly flour, should awaken us to the fact that in the making of bread we are fearfully retrograding!"

Surprisingly, the quotation was not written in 1957. According to the Standard Brands pamphlet, it was written in 1855—now resurrected from a 102-year-old book entitled "The Bread Maker." The pamphlet then advises bakers of 1957 to cheer up, and reminds them, with the benefit of a chart and some current information, of the high quality of bread in 1957, contrary to what may be said about it.

In its support for the loaf of 1957, Standard Brands concludes with the following statement:

"Enriched bread purchased each week by more than eight out of every 10 families is a year-round 'best buy.' This 'buy' not only places each slice of bread on the table at a cost of about a penny but is a big value in protein, vitamins, minerals, and energy.

"People often speak fondly of 'the homemade bread that Grandma used to make.' Although this bread cost less than half the average current price per loaf, it was not as good a nutrition 'buy.' A comparison of nutritional value of bread, then and now, shows that the present-day bakers' enriched bread contributes four and one-half times as much thiamine, four times as much calcium, and three and one-half times as much iron and niacin as did homemade bread of 20 years ago."

——BREAD IS THE STAFF OF LIFE——

Bakery Wins Award

NEW YORK—The My Bread Baking Co. of New Bedford, Mass., a member of the Quality Bakers of America Cooperative, Inc., was named winner of the Fleet Owner 28th annual maintenance efficiency awards, highest honor for efficient maintenance practices which can be won by truck operating companies in the U.S. and Canada. The award consists of a gold and purple pennant and an engraved plaque suitably inscribed with the winner's name and accomplishment.

Over 500 fleet operators of buses and trucks participated in competition which is conducted annually by Fleet Owner, the national trade magazine of the truck and bus industry. Competing companies are grouped according to the size and type of their operations, and awards are bestowed on the winner in each group.



Although we have one of the newest flour mills in the United States, we have just completed a new remodernization program. Result—increased sanitation—increased efficiency—increased capacity.

Our capacity was increased more than 50%. As a result, we welcome inquiries from quality-minded bakers who prefer a short patent mellow spring wheat flour.

TRI-STATE MILLING CO. Rapid City, S. Dak.

Quality



IS A
WORD YOUR CUSTOMER
CAN TASTE!

Be sure of better-tasting, better-selling cakes and pastries with

Heide®

- Genuine ALMOND PASTE*
- MACAROON PASTE
- KERNEL PASTE
- MARSHMALLOW CAKE FILLER
- FONDANT ICING



Relied on throughout 85 years
...throughout the baking trade

WRITE FOR FREE COPY
of our sales-slanted booklet
"Fancy Cake Baking"

*Reg. U. S. Pat. Off.

HENRY HEIDE, Incorporated
313 Hudson St., New York 13, N. Y.

Booklet Describes New AIB Course On Management

CHICAGO — The latest techniques of freezing, irradiation and continuous processes—as well as problems of labor relations and communications —will be covered in a new production management seminar offered by the American Institute of Baking. Course material and subjects of the new seminar are described in the newest AIB brochure which has been mailed to all members of the AIB and allied firms.

The seminar is designed especially to meet the problems of the production superintendent and is scheduled for Feb. 16 through Feb. 28, 1958.

Two Northwestern University professors who have lectured at AIB's sales management seminars will speak at this new one. Dr. Carroll R. Daugherty, chairman of the department of business economics, will discuss labor relations. The problem of effective communications will be analyzed by Dr. Dean Barnlund, professor of speech.

Dr. G. Herbert True, professor of marketing at the University of Notre Dame, will share his ideas on creativity, which he has presented to sales management seminar members the past two years. Dr. True has spoken on this subject to more than 200 business and industry groups throughout the U.S. and Europe.

Leading executives of the baking industry and members of the AIB staff will round out the teaching personnel, discussing such topics as "Work Simplification," "Canning of Bakery Foods," "Nutrition," "Newer Ingredients in Bakery Products," "Freezing," and "New Bread-making Processes."

Tuition for the course is $350. Included in the new brochure is a detachable application form to facilitate registration.

To obtain a copy of this brochure, or to gain more information on the course, contact Registrar, American Institute of Baking, 400 East Ontario St., Chicago 11, Ill.

ANOTHER valuable ingredient for bakers — Since 1928

BROLITE

BROLITE 1A
is a combination of BROLITE 1E (cultured product made with butter) reinforced with other flavoring materials.

BROLITE 1E
is a cultured product made with butter — subjected to fermentation and dehydration.





Packed in drums of 200#, 100#, 50# and 25# for your convenience

BROLITE 1A and 1E
impart a delicate flavor when used alone— accentuate the flavor of butter when used in formulas containing butter.
Lowers ingredient cost.

BROLITE'S trained bakery technicians at your service

BROLITE COMPANY, INC.

2542 N. Elston Avenue Chicago 47, Illinois

225 Fourth Ave. New York City 3, N.Y. · 621 Minna St. San Francisco 1, Cal. · 2921 S. Haskell Ave. Dallas 23, Texas · 518 First Ave. North Seattle 9, Wash. · 686 Greenwood Avenue, N.E. Atlanta 6, Ga.

Help Fight TB



Buy Christmas Seals

—BREAD IS THE STAFF OF LIFE—

Standard Brands Net, Sales Move Higher

NEW YORK — The net income of Standard Brands Inc. for the first nine months of 1957 amounted to $10,211,706, an increase of 14.1% over the same nine months of 1956, Joel S. Mitchell, president has announced. This was equivalent after preferred dividend requirements to $2.96 per share on the 3,262,144 average shares of common stock outstanding during the period. Net income for the first nine months of 1956 was $8,947,256, or $2.57 per share on the 3,257,266 average shares outstanding during the 1956 period.

Net sales totaled $386,472,027, a record high and an increase of 9.6% over 1956 first nine months' sales of $352,667,115.

For the third quarter of 1957 net income was $3,326,260, or $.96 per share, compared with $2,838,122, or $.81 per share for the third quarter of 1956.

A quarterly dividend of $.50 per share and an extra dividend of $.25 per share were declared on the common stock, both payable Dec. 16, 1957 to stockholders of record Nov. 15, 1957. The quarterly dividend of $.875 per share on the preferred stock also was declared, payable Dec. 16, 1957 to stockholders of record Dec. 2, 1957.

Michigan Soft Wheat Flours
Plain or Self Rising
VOIGT MILLING CO.
GRAND RAPIDS, MICHIGAN

RUNCIMAN MILLING CO.
Successors to JONATHAN HALE & SONS, Inc.
MANUFACTURERS OF FINEST
MICHIGAN SOFT WHEAT FLOURS
Plain and Self-Rising
IONIA, MICH. PHONE 65
Since 1856

Super Chief
High Protein Flour
GREEN'S MILLING CO.
Morris, Minn.

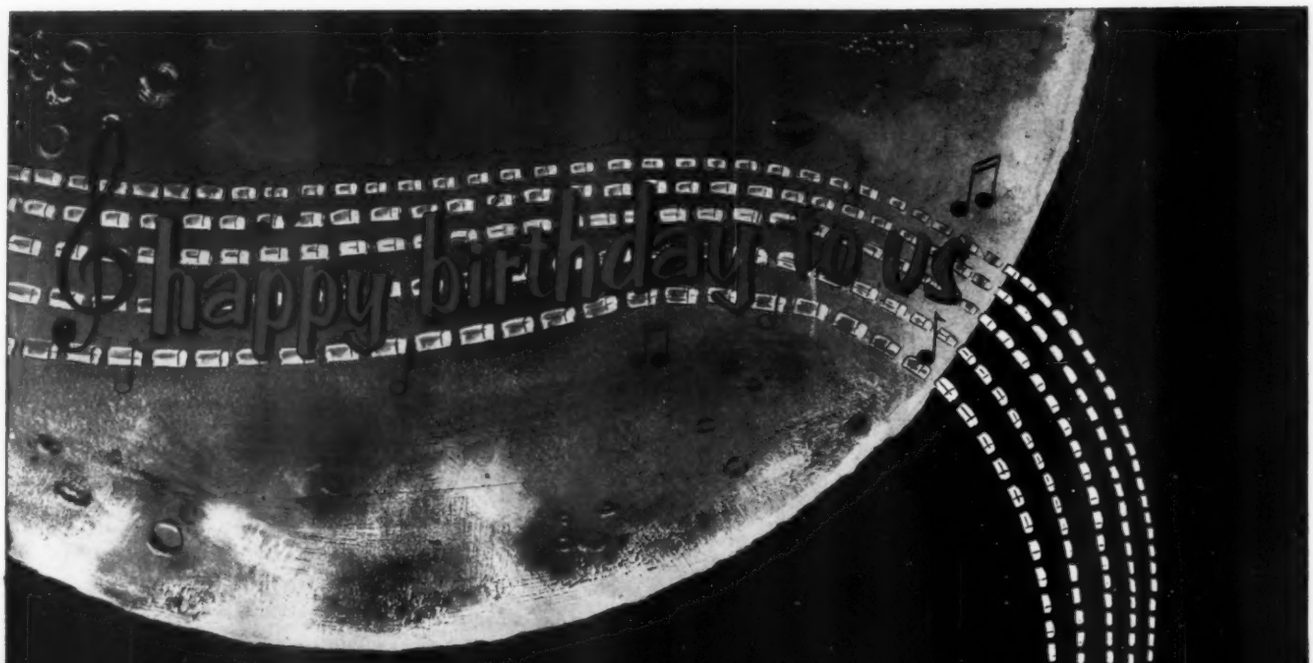
"RUSSELL'S BEST"
"AMERICAN SPECIAL"
Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
RUSSELL MILLING CO., Russell, Kansas



DAY AFTER DAY YEAR AFTER YEAR

When a company sticks to quality day after day and year after year without compromise, the customers know it. There is no greater reward than to have the respect of your customers and a growing business.





In this our 35th year, we pause briefly to reflect on our modest position in a great industry . . . an industry so large that our ingredients used at the rate of but a few ounces per 100 lbs. of flour have contributed to the quality of enough bread to reach over five times the distance to the moon.

But much more important than statistics is the confidence of our many friends, - for which we are deeply grateful.

This confidence merely affirms your own endorsement of these sound management objectives:

1. Make a quality product
2. Constantly strive to maintain or improve that quality
3. Price it at its true value
4. Make it readily available
5. Advertise truthfully

Your friendship and the application of these principles have brought our sales volume and quality to an all time high - and our prices to an all time low.



Pantplus

4049 PENN
KANSAS CITY 11, MISSOURI
TORONTO OFFICE, 526 BAY ST.



L. M. McAlvany Guy J. Gibbs

NEW APPOINTMENTS — Daniel J. Uhrig, president of American Bakeries Co., has announced the appointment of L. M. McAlvany, regional manager of the Dallas division, to the position of assistant to the president in charge of sales merchandising and advertising. Mr. McAlvany will be succeeded at Dallas by Guy J. Gibbs, manager of the company's Houston bakery. Mr. McAlvany joined American Bakeries in 1933 as a route salesman at Hamilton, Ohio. Three years later he was named manager of American's bakery there. He later managed company bakeries at Cincinnati and Brooklyn, N. Y., and was elevated to regional manager of the Dallas division in 1950. Mr. Gibbs joined American Bakeries in 1936 as a route salesman at St. Louis. He served as manager of the company's St. Louis bakery from 1943 until 1949, when he was transferred to his present position as manager of the Houston bakery.

Roy Kroll Honored By Bakers Club On Retirement

CHICAGO—Roy Kroll, who for 25 years was associated with Rogers Brothers Seed Co., Idaho Falls, Idaho, as a special representative, was honored at a dinner party recently at the Palmer House Hotel, Chicago, in recognition of his retirement.

Mr. Kroll was presented with the title to a car, and a five-year paid-up, retired membership in the Bakers Club of Chicago. He has been a member of the Bakers Club since 1943, and holds the distinguished honor of being the first member to have a special, custom-made membership card, and the first to have his dues paid five years in advance.

No immediate post-retirement plans have been announced by Mr. Kroll, except that he will probably enjoy a rest at home, 7121 N. Paulina St., Chicago, before becoming actively engaged in any other enterprise.

ACME RYE
A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades
FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

We specialize in
designing and engraving
for Millers and the Grain Trade
Holland Engraving Co.
Kansas City, Missouri

Wisconsin Rye Flour
We Specialize in Dark Varieties
FRANK JAEGER MILLING CO.
DANVILLE P. O. Astico WISCONSIN

Dugan Brothers Announces Merger

NEW YORK — Dugan Brothers, Inc., has announced a merger into the parent company of New York Dugan Brothers, Inc., and Dugan Brothers of New Jersey, Inc. No change in management, directors, or officers has been made, since both firms were under identical leadership.

The effect of the change will be to simplify operations of both companies and to avoid confusion between the two in the minds of the trade and the public, explained company officials.

Officers for the parent organization, now known as Dugan Brothers, Inc., are David H. Dugan, Jr., president; Robert P. Dugan, vice president and secretary; and George K. Batt, vice president and treasurer.

——BREAD IS THE STAFF OF LIFE——

MRS. C. W. GRANT DIES

ATLANTA, GA.—Mrs. C. W. Grant, mother of George G. Grant who is an executive with the American Bakeries Co., died recently, following a brief illness. She was 95. Mrs. Grant was born in Habersham County, Ga., in 1862. Until 15 years ago she resided at Cornelia, Habersham County. Until her recent illness she had shown much interest in world events and displayed a clear mind despite her advanced age. Survivors include, in addition to her son, George G. Grant, who is vice president and director of American Bakeries; another son, Dr. Joe Grant, Cornelia, Ga.; three daughters in Atlanta; and 24 grandchildren, 53 great grandchildren, and 2 great great grandchildren.

The Wafer With The Warranty

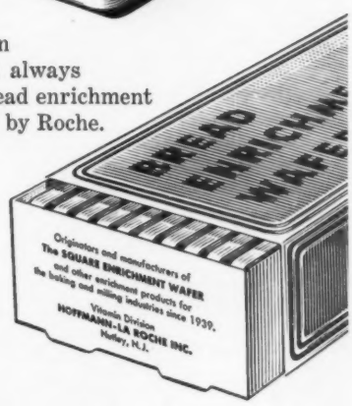
That Protects YOU





Only Roche* makes it.
It's SQUARE.
Roche originated it.
Roche guarantees it.

Roche engraves the name Roche on each wafer to make sure you always get the genuine square bread enrichment wafer guaranteed and made only by Roche.



Roche identifies each box of genuine Roche square wafers with the name Roche on each end of every box

THE WAFER WITH THE WARRANTY
ROCHE SQUARE
BREAD ENRICHMENT WAFERS
Look for the name "ROCHE" engraved into the bottom of each wafer.
These wafers with the warranty are guaranteed by the originators—Hoffmann-La Roche Inc.—who have manufactured them since 1943 for distribution through leading yeast companies.

Roche packs this printed warranty in each box of genuine Roche square wafers

*ROCHE—Reg. U. S. Pat. Off.

The Roche Square bread enrichment "Wafer with the Warranty" guarantees:



1. **Assured Potency.** When Roche Square Wafers are used as directed, your white bread and rolls will meet every enrichment standard. Why take chances? Be sure with Roche Square Wafers.



2. **Quick, Complete Disintegration.** Just mix with water in yeast emulsifier.



3. **Super-Thorough Diffusion.** Flour-fine particles insure uniform distribution throughout each loaf.



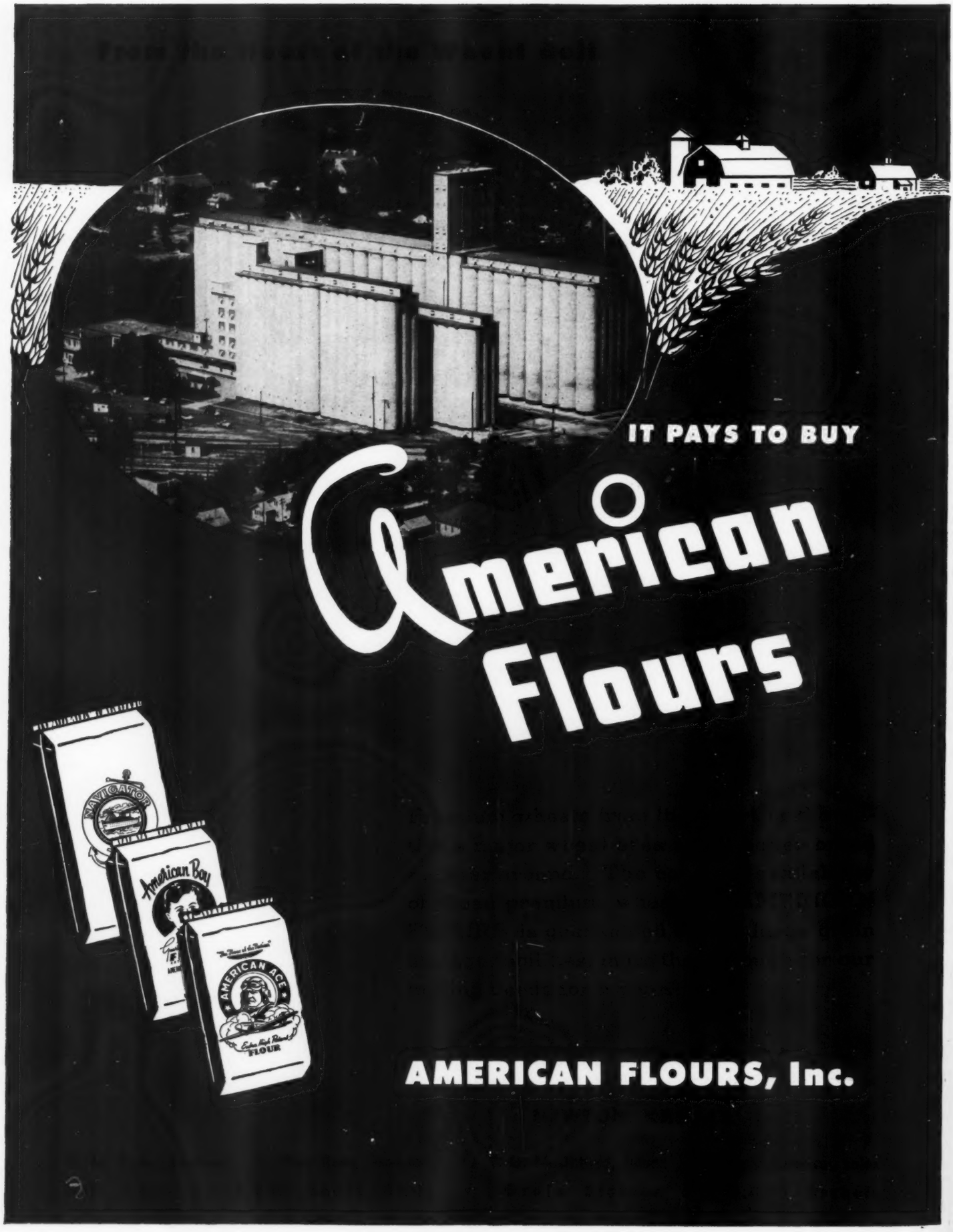
4. **Finer, More Buoyant Particles.** Roche Square wafers dissolve into thousands of particles, give you longer suspension in solution.



5. **Clean, Even Break.** Roche Square wafers break clean into halves and quarters, for odd-sized doughs.

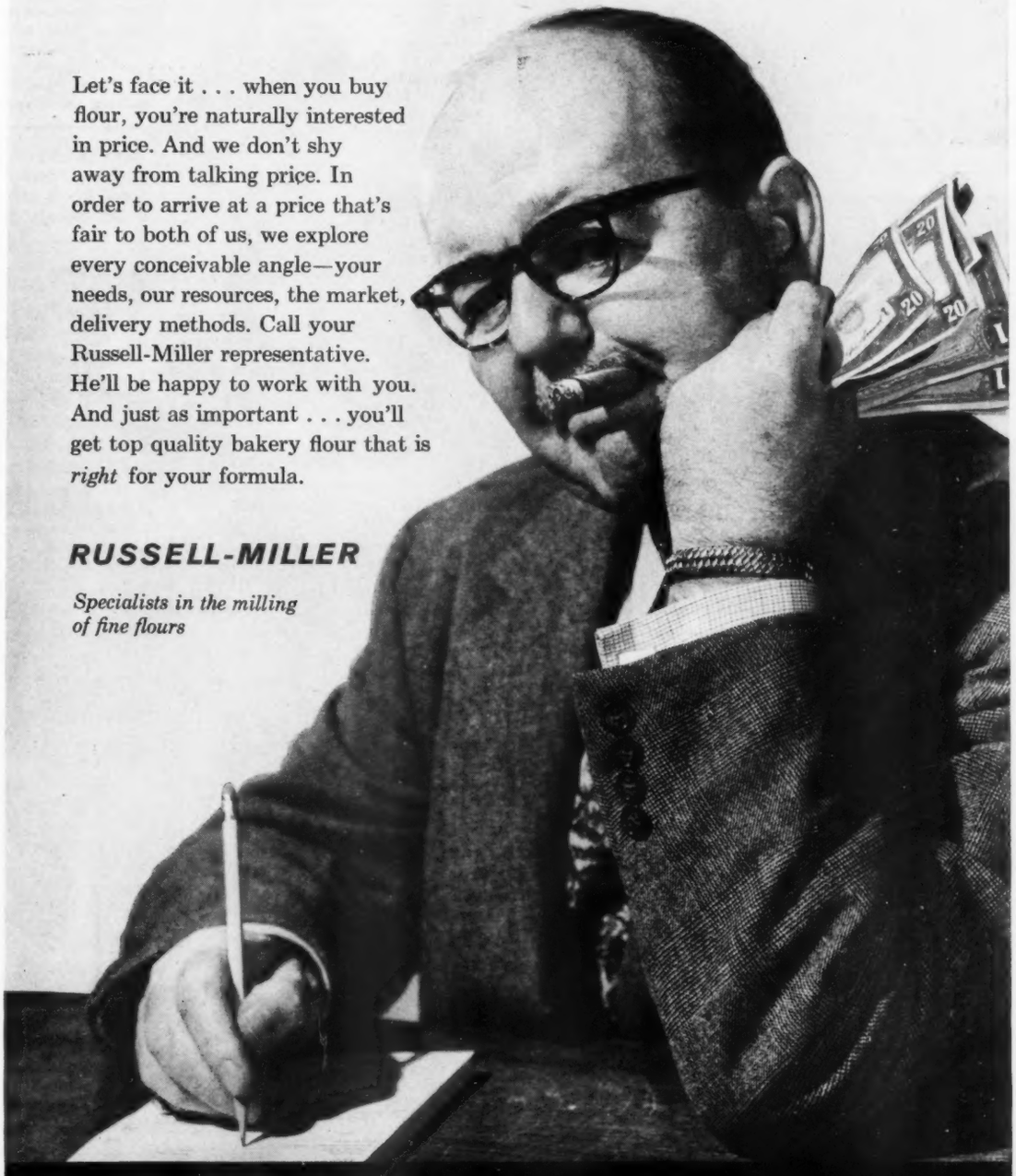
• Look for the name ROCHE—your guarantee on the Wafer with the Warranty. Order from your yeast company salesman today:

VITAMIN DIVISION • **HOFFMANN-LA ROCHE INC.** • NUTLEY 10, NEW JERSEY


IT PAYS TO BUY
American
Flours
NAVIGATOR
American Boy
AMERICAN ACE
FLOUR
AMERICAN FLOURS, Inc.

"O.K., let's talk price!"

Let's face it . . . when you buy flour, you're naturally interested in price. And we don't shy away from talking price. In order to arrive at a price that's fair to both of us, we explore every conceivable angle—your needs, our resources, the market, delivery methods. Call your Russell-Miller representative. He'll be happy to work with you. And just as important . . . you'll get top quality bakery flour that is *right* for your formula.



RUSSELL-MILLER

Specialists in the milling of fine flours

RUSSELL-MILLER Milling Co., Minneapolis 15, Minnesota: Millers of Occident, American Beauty, Producer, Powerful and other superb Hard Spring, Hard Winter and Soft Wheat Bakery Flours.

Fisher's

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.

Domestic and Export Millers

CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 82 Beaver Street, NEW YORK CITY



SAPPHIRE
JUDITH
GOLD CROSS
DAKOTANA
CANADIA

* bagged or bulk

Flour for bread of distinctive flavor and texture

MONTANA FLOUR MILLS COMPANY

GENERAL OFFICES: GREAT FALLS, MONTANA

ASBE Production Data Available In Bound Form

CHICAGO—Progress in the various phases of bakery production and up-to-date methods of operation were the themes for the 33rd annual meeting of the American Society of Bakery Engineers held at the Edgewater Beach Hotel, Chicago, earlier this year. Subject matter of the meeting is now available in compact, bound form.

Included were such subjects as status reports on brew process, continuous bread process, frozen baked foods, cake production, and many others, all vital to bakery production.

Complete reports of the subjects presented and discussions following are contained in a 331 page bound volume entitled "Proceedings of the 33rd Annual Meeting of the American Society of Bakery Engineers" mailed to the members as a privilege of membership. The book also contains reproductions of slides and formulas, illustrations and photographs presented, registration list, and subject index, and is an authentic and valuable source of information and data on problems pertaining to bakery production.

Membership in the society is of vital importance to everyone whose interest touches production in the baking industry. The continuous growth of the society is proof of its value. Anyone interested in membership can obtain details by writing to Victor E. Marx, secretary-treasurer, American Society of Bakery Engineers, Room 1354, 121 West Wacker Drive, Chicago 1, Ill.



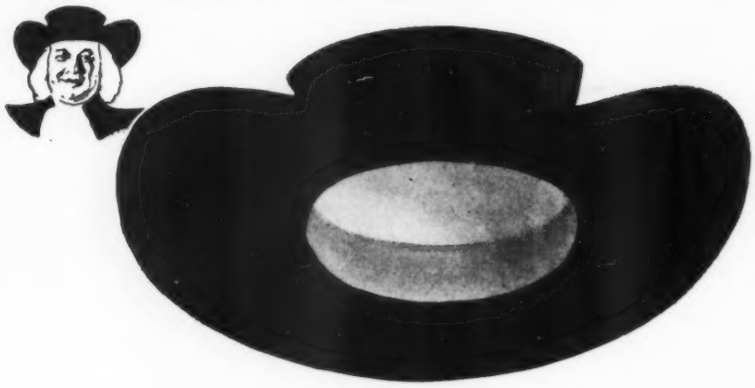
ABA SPEAKERS—Speakers at the wholesale cake branch session of the annual convention of the American Bakers Assn. held in Chicago recently were, left to right, Roland F. Wells, Interstate Bakeries Corp., Kansas City; and Ellis C. Baum, Continental Baking Co., Rye, N.Y.

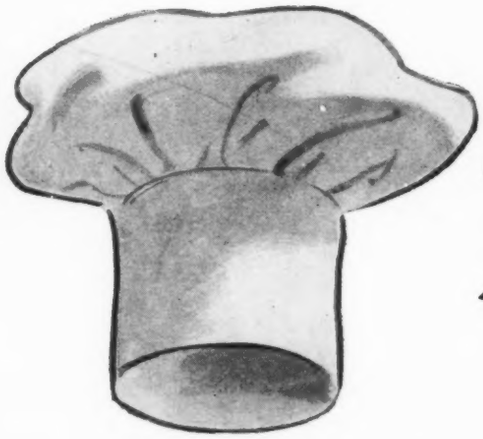
CODING AND MARKING
"Code dating and marking machines for the flour milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty. Write for information on a specific problem
KIWI CODERS CORPORATION
3804 N. Clark St. Chicago 13, Illinois

A SUCCESSFUL DONUT BUSINESS CALLS FOR THE FINEST EQUIPMENT and MIX
DCA FOOD INDUSTRIES Inc.
45 WEST 36th STREET, NEW YORK CITY

For Quality, Economy and Reliability, Use
BROWN'S HUNGARIAN
America's Premier Cake Flour
BROWN'S HUNGARIAN CORPORATION
25 Broad Street New York City

Buy and Sell Through WANT ADS





KEEP THIS UNDER YOUR HAT:

QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the *versatility* to create superior results in every bakery item you produce.

Call . . . Write . . . or Wire to:

The Quaker Oats Company
Chicago, U.S.A.
Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas and Los Angeles, California

WE SUPPORT WHEAT FLOUR INSTITUTE



Favorites through the years . . . Pecan Coffee Ring and Pecan Rolls



. . . are profitable to bake

Pecans have always added the "extra taste" which appealed most to customers. You can depend on the regular sales volume of pecan rolls and pecan coffee rings.

Today's ample supply and favorable market again make pecans a most economical nutmeat. Feature pecan rolls and pecan coffee rings . . . and let the magic selling qualities of pecans produce regular, faster sales.

Fleischmann's Fancy Pecans are the finest nutmeats available—the "pick" of the pecan crop, carefully graded to assure constant size and highest quality.

Use pecans . . . experience has proved them to be most popular with customers. They're most economical, and you will find them profitable for use in many baked foods. Use the best . . .

Consult your Fleischmann man about additional benefits you can get—in Merchandising aid and Recipe help.

Fleischmann's *Fancy* Pecans

Merchandising, Production Problems Discussed at Executives' Conference

NEW YORK — The bakery executives' conference of the American Bakers Cooperative was held at the Hotel St. Moritz in New York City. Approximately 100 baker members were on hand to take part, in addition to several bakers who observed the proceedings.

John E. Lange, general manager of the cooperative, presided at the opening session. The keynote address was delivered by Peter Pirrie, engineering editor of Bakers Weekly, who pointed out changing trends in the industry and the decisions management must make to maintain profits in a changing market. Mr. Pirrie stated that "sales" is the major problem facing the baker, and that his answer lies in more effective advertising and merchandising.

"With a good product well advertised and merchandised, the baker can look to 1958 with confidence," said Mr. Pirrie.

A highlight of the meeting was a panel discussion on the subject "What Is Expected of the Baker?" Participating were Mrs. Ellen Semrow of the American Institute of Baking consumer service department; John N. Patterson, manager of service operations for the Penn Fruit Co., and Patsy D'Agostino, of D'Agostino Markets, New York City.

Included in the three-day program was an address by Larry Marnett of C. J. Paterson Co., who spoke on production. Bert E. Fraade of the A. E. Freidgen Co. spoke on truck maintenance, and Arnold Souser of the firm of Souser, Schumacher, Kleeb and Lunkenheimer spoke on baking industry labor relations.

Included in the program was a complete review of the advertising promotional material created by the ABC Advertising Department for its 1958 advertising campaign.

Cooperative members expressed enthusiasm for the program, and, according to Mr. Lange, termed it "the most provocative and stimulating conference ever attended."

——BREAD IS THE STAFF OF LIFE——

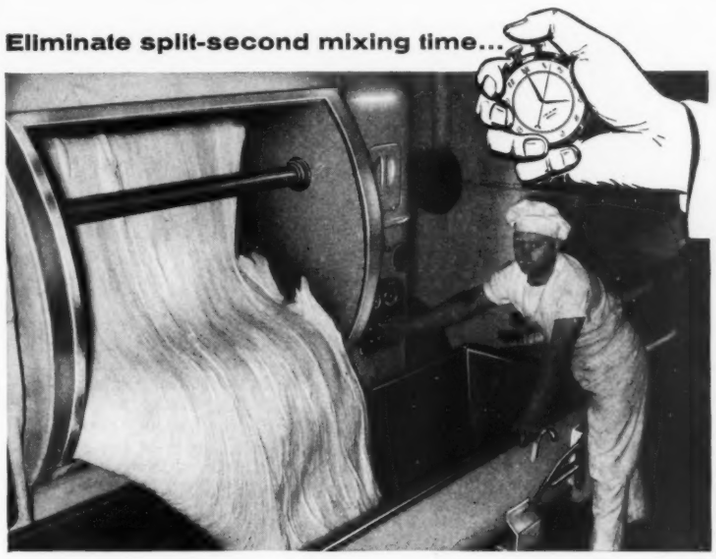
APPOINTMENT ANNOUNCED

CLINTON, IOWA—R. H. Jackson has been promoted to general sales manager of the eastern division of Clinton Corn Processing Co.



SHORT COURSE—A full house of bakery engineers heard Walter B. Nichols, engineer, Stickelber & Sons, Inc., lecture on moulders with the help of mounted diagrams recently at the 6th annual bakery equipment maintenance short course. In the back row, standing, are (left to right) William M. Schieb, American Institute of Baking maintenance instructor; Fred Leason, Jr., plant engineer with Interstate Bakeries Corp., guest lecturer; and Dr. Robert W. English, director of education for AIB, sponsor of the short course.

Eliminate split-second mixing time...



use **BAY STATE**

***"Quality Controlled"* Flour**

Wide mixing tolerance is inherent in Bay State "Quality Controlled" Flours. Without split-second timing, you obtain the utmost in loaf volume, grain and body. Try Bay State Flour with assured mixing tolerance and see the difference!

MILLERS OF Quality FLOUR EXCLUSIVELY FOR BAKERS

BAY STATE MILLING COMPANY

General offices, WINONA, MINN. • LEAVENWORTH, KANSAS



Dannen Covers the Midlands

We offer you top quality milling wheat and all feed grains.

Our 17 million bushel storage facilities consist of 22 country stations strategically situated in the grain belt, and our main plant in St. Joseph.

DANNEN **Dannen Mills, Inc.**

GRAIN and JOBBING DIVISION

ST. JOSEPH, MO. 1009 Corby Bldg. Phone 3-0281

KANSAS CITY, MO. 300 Board of Trade Phone VI 2-7038



Virginia Bakers Elect Officers, Debate Pan Sizes

RICHMOND, VA.—George W. Foxwell, manager of the American Bakeries Co., Roanoke, was elected president of the Virginia Bakers Council, Inc., at the recent annual meeting held at Williamsburg. Mr. Foxwell succeeds M. W. Fields, Virginia Holsum Bakeries, Inc., Staunton.

The council elected Alex P. Kotarides, Kotarides Baking Co., Norfolk, as first vice president; Herbert J. Woods, Hecht's Bakeries, Inc., Bristol, second vice president; and Robert J. Jones, Holsum Baking Co., Danville, secretary-treasurer.

Mr. Fields, the retiring president, thanked the members of the council for the privilege of serving them, complimented fellow officers for the work done during his tenure, and reviewed the principal activities of the council in the past year. These activities were in the field of public relations, for which Mr. Fields commended Frank J. Welch, Rainbo Bread Co., Roanoke, chairman of the public relations committee; and in the field of pan standardization.

Pan Standardization

The opening discussion on pan standardization brought out a large crowd of bakery representatives and allied tradesmen. While no definite conclusions were reached, all concerned were given ample opportunity to speak. Harold K. Wilder, executive secretary, was moderator.

Some claimed that any effort to set standards by legislation or otherwise to limit loaf weights or sizes would limit the ability of wide awake bakers to properly serve the public. Some contended regulation of loaf weights and pan sizes is not in the traditional "American Way." Others contended that any such regulation would, in some cases, render whole mechanized baking units useless. Still others expressed belief that limits or curbs placed on loaf weights or pan sizes would curb the imagination and ingenuity of bakers generally.

Others frankly espoused the cause of standard weights and maximum pan sizes, but preferred to achieve such ends by voluntary effort rather than through legalized control. Proponents of standard loaf weights and maximum pan size for each such weight argued that dependence on voluntary regulation is illusory—pointing as proof to the situation which has now developed in several market areas in Virginia where standardization had been the role until competition had destroyed, in a few short months, the work of years,



George W. Foxwell

with no real benefit to anyone, and to the confusion of the public.

One speaker pointed to one area in Virginia where pan size and loaf weights more than quadrupled in the past two years.

The moderator summed up the discussion by calling for an informal vote on the broad question, "Is it desirable to have some form of standardization of bread (not including specialty breads) by loaf weights and maximum pan sizes?" The vote on this question, limited to bakers serving Virginia only, was 18 for and 6 against. Exploring the attitude of the bakers further, the question was asked, "Can this standardization be best secured by legal or voluntary regulation?" On this the vote was about evenly divided.

Interest in the discussion was heightened by a display of various loaves of bread showing the wide range of sizes by market area now existing in Virginia, compared with the relatively few loaf sizes in California, Washington, Oregon and Michigan, bakers in the latter three states having been operating for many years under legal standards as to both pan sizes and loaf weights, with the consuming public, and the industry as well, apparently happy over the situation in those states.

Following a short recess in which all who wanted to do so were given an opportunity to inspect the display, the discussion was resumed with two short talks in favor of standardization to express sentiments of the consuming public.

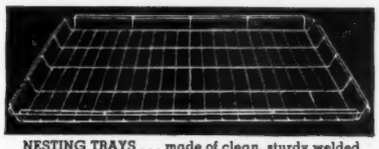
Miss Janet Cameron, food and nutrition specialist of the extension service, Virginia Polytechnic Institute, and the U.S. Department of Agriculture, said, "No one who saw the display of odd sizes and loaf weights could fail to understand the confusion such a picture makes in retail food stores when value-conscious home managers try to make decisions as to what loaf represents the best values in terms of nutrition and dollarwise." She urged bakers to spend more time trying to encourage the public to eat more of their products by telling them of the virtues of bread, rather than to confuse them by odd sizes and varying weights. She pointed out that many foods are standardized as to package sizes, selling weights, etc.; that many of these standards were written into law; that it is her observation that such food industries have not suffered through such legislation. On

BAKERY PERFORMS DOUBLE DUTY

CROSBY, MINN.—Mr. and Mrs. George Kellerman, local bakery proprietors, have combined business with pleasure and favored their local community with a good turn, all at the same time. The community is attempting to raise money for a hospital building fund. So, instead of closing their bakery to permit a vacation, the Kellermans turned it over to the hospital auxiliary for a week of bakery sales. In order to enjoy an even longer vacation, Mr. and Mrs. Kellerman then turned the facilities over to local churches when the hospital auxiliary was finished.

Uniformity
the priceless quality in flour
yours always with . . .
Acme-Evans Flours
ANGELITE—cake flour
COOKIE KING—cookie and dough-up flour
CRACKER KING—cracker sponge flour
GRAHAM KING—100% soft wheat graham
PASTRY KING—low viscosity flour
Progressive Milling Since 1821
ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

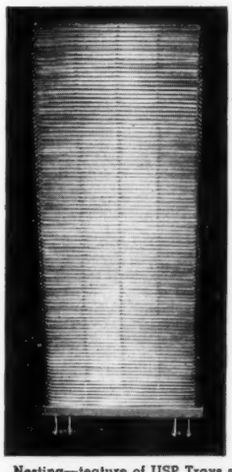
CUT



NESTING TRAYS . . . made of clean, sturdy welded wire with corrosion-resistant Bright Zinc finish, are available in standard sizes to fit both route truck pallet guides or relay rack equipment. Trays are ideal for all types of bread product handling, freezing, storage, delivery, etc., and nest perfectly to conserve storage space.



Smooth, close-mesh of tray bottoms protect both product and wrapper as well as increasing practical truck capacities and speeding delivery. Products arrive cleaner, neater and fresher. USP trays are sturdy, easier to handle—anywhere. Wire trays are far more sanitary than solid types, easier to clean and keep clean.



Nesting—teature of USP Trays solves the storage problem both in route trucks or on the shipping platform. Special caster mounted pallets are available for off-the-floor stacking-storage operations.



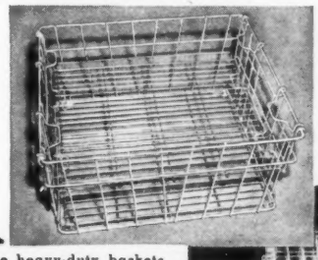
OPEN-SIDE HANDLING FRAMES—another unique method of saving handling and delivery time while protecting product appearance. Open-side frames, actually a form of basket, are the answer for fast, sure freezing, defrosting, transporting or route truck use.



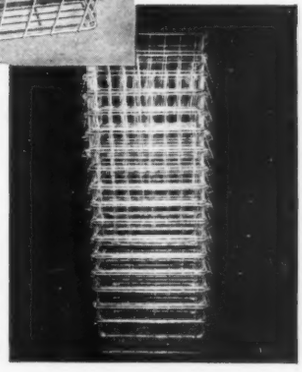
Fabricated of extra-heavy, electro-welded steel wire with a life-time finish of Bright Zinc, they are available in a range of established sizes with special sizes available in quantity lots.



DELIVERY BASKET WITH TRAY . . . provides abundant carrying capacity plus the protective element of the center tray. Baskets have swing-out lugs for higher, safer stacking that will not sway or tumble when transported.

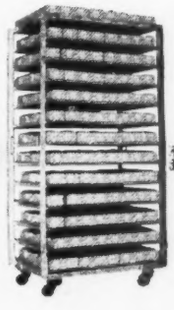


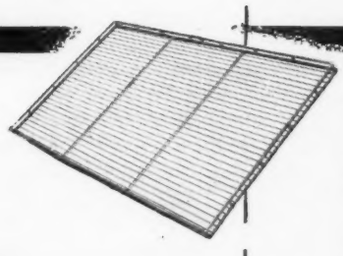
The heavy-duty baskets with—or without trays, are built to your specifications. Made of extra sturdy steel wire, permanently electro-welded and hot-dip galvanized for lasting protection.



Storage space is no problem with USP Delivery Baskets. Stacking lugs swing out and baskets nest conveniently. Baskets are extremely versatile in application, stay clean longer protect products and save labor.

RELAY OR PALLET RACK . . . entire rack load can be transported, stored, or contents quickly transferred. Rack frames available to match existing truck pallets, nseting trays—or as complete units to your specifications. Relay racks are proven time savers that will increase your payload.





ROUTE TRUCK—RACK TYPE PALLETS . . . made of heavy, double reinforced #3 rod and #9 steel wire, electro-welded and Bright Zinc finished. USP pallets are available in many practical sizes to meet your needs in both trucks or relay racks. Rugged, but easily handled, USP Pallets simplify loading, order selection, increase truck capacities safely, protect products and save handling time.

Write **TODAY for prices, specifications and speedy delivery information on USP's time and money-saving Handling and Delivery Equipment!**

UNION STEEL PRODUCTS CO.

ALBION, MICHIGAN

What sells baked foods? (NO. 5 IN A SERIES)

"MR. PILLSBURY" ...AT YOUR SERVICE!



The Pillsbury bakery salesman funnels valuable information from many specialized departments to bakers everywhere



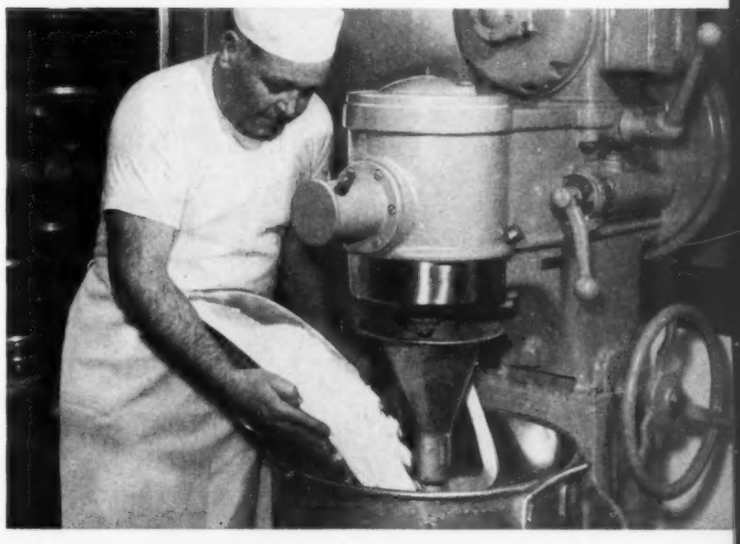
Procurement question? Count on your Pillsbury salesman to advise you wisely on when to buy and how long to book for. He's backed by Pillsbury's Business Analysis Department—specialists who constantly analyze data from all parts of the country to keep abreast of trends. This data includes information on crops, industry conditions and price fluctuations. These business specialists keep your "Mr. Pillsbury" fully informed at all times.



"New Crop" trouble? Talk to the Pillsbury salesman. He'll demonstrate how Pillsbury's constant testing, careful wheat blending and special crop transition program have eliminated new year variations in many bakers' production. He's confident . . . because Pillsbury Quality Control backs him all the way.



Production problem? The baker can ask the salesman (his own "Mr. Pillsbury") for help from a technical serviceman. These baking specialists are constantly visiting bakeries across the U.S., helping solve problems, observing new trends.



Too much work, too few hands? Maybe a bakery mix is the answer. The Pillsbury salesman has an interesting story on how production problems can be eased through use of mixes. Pillsbury produces a complete line of precision-blended mixes at Springfield—in one of the most modern plants of its kind in the world.

Want new sales, product ideas? Other specialists behind the Pillsbury salesman develop and test new products for bakers, design colorful sales aids, come up with new promotional events. Count on the salesman, too, for help in tailoring the promotion to your bakery. It's all part of the complete service every Pillsbury salesman offers to help bakers sell more . . . and sell profitably. Truly "Mr. Pillsbury" is constantly at your service.



XXXX

Pillsbury

your baking partner

. . . Your partner in building sales

Pillsbury Mills, Inc., Minneapolis 2, Minnesota

the other hand, these industries have forged ahead, in consumption of product, in sales volume, and above all, in public esteem. Miss Cameron said that legislation might prove a definite boon, since it is apparent, from the display on view, that bakers cannot get together on voluntary standards. She suggested that any survey of homemakers and consumers generally would, no doubt, indicate a definite preference for some form of standards to insure reasonable value for the money and a m'n'mum standard of quality which would unquestionably result from any standardization.

Miss Mabel Todd, nutrition service specialist of the Virginia Department of Health, and president of the Virginia Dietetic Assn., decried the current trend in the baking industry to feature so-called "diet" breads, thus holding forth the hope to those desiring to lose weight that all they need do is switch bread preferences and unwanted pounds will roll away. She said that in her official activities, and as a practicing dietitian, she is constantly besieged by persons who want to know the relative merits of this and that "reducing bread"; she gives the same answer to all: "There is no such thing as a reducing bread or any other 'reducing' foods. Foods contain calories, and the only way to reduce weight, in normally overweight cases, is to reduce the caloric intake."

In her practice, and in the general practice of competent dietetic authorities, it is never suggested that any normal food be eliminated from the diet, particularly bread. Even a reducing diet should contain enriched bread in some form at each meal, because of the important contribution which bread makes to human nutrition.

Miss Todd deplored the tendency towards thin-slicing and blown-up bread, pointing out that without definite standards of weight and a maximum size for each loaf weight, any recommendation of so many slices of bread a meal, is actually meaningless from a caloric standpoint, because of the variation in sizes and weight of loaves and thickness of slice. She pointed out that from a human consumption standpoint, bakers would confer a real benefit on the public by definitely establishing certain standard loaf weights and maximum sizes for each such weight, thus insuring the consumer a minimum standard of quality and nutritive content.

Total attendance was well over 200. Actual registration showed 77 bakery representatives, 85 allieds, plus guests, children of members and 10 or 12 who attended only one function as guests of registered members.

—BREAD IS THE STAFF OF LIFE—

Robert Bond Named Sales Service Head For Corn Products

NEW YORK—Robert W. Bond has been named manager of the sales service department of the Corn Products Sales Co., according to Alexander N. McFarlane, president.

Before coming to New York to assume his new responsibilities, Mr. Bond served four years as manager of the technical sales department at the company's Argo, Ill., plant. He had joined the company as a chemist there following his graduation from the University of Illinois in 1939. Mr. Bond served with the Army from 1941 to 1945, and on his return was plant chemist at the Corpus Christi, Texas, plant.

In his new assignment, Mr. Bond will head a group of specialists who assist Corn Products' industrial customers in the application of company products to their operations. Corn Products makes more than 450 industrial products used in the manufacturing processes of over 60 industries.

Guard your quality and build your profits

WITH

SUN-MAID RAISINS



Most bakers prefer Sun-Maid Raisins, because Sun-Maid offers a pick-of-the-crop variety for every baking need. You can depend on Sun-Maids always being fresh, clean and flavorful.

FOR BAKERY USE

- Thompson Seedless
- Zante Currants
- Golden Seedless
- Puffed Muscats







You save money when you use Sun-Maid Raisins and Currants. Sun-Maids are specially processed and packed for bakers. They save time, cut labor and preparation costs.

Sun-Maid serves bakers in another important way! Demand for raisin goods is stimulated through year-round national advertising in leading magazines, newspapers, outdoor.

SUN-MAIDS ARE A BAKERS BEST BUY FOR ALL BAKING NEEDS!

SUN-MAID RAISIN GROWERS OF CALIFORNIA, FRESNO, CALIFORNIA

WOLCOTT & LINCOLN, Inc.
GRAIN MERCHANTS
Operating:
Chicago Great Western Elevator
Kansas City
Wolcott & Lincoln Elevator
Wellington, Kansas
Main Office: KANSAS CITY, MO.
Board of Trade Building

"DIAMOND D"
A High Grade Bakers' Spring Patent
Milled Under Laboratory Control
from Montana Spring Wheat
Sheridan Flouring Mills, Inc.
SHERIDAN, WYOMING

Miner - Hillard Milling Co.
WILKES-BARRE, PA.
Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND.

THE NEW CENTURY CO.
3939 So. Union Ave. Chicago 9, Ill.
Always in Market for Flour and Feed
Producers of
DRIED BREWERS' GRAINS

PERFORMANCE determines Cost

HOW MIGHTY IS A PENNY?

Every successful baker is, and necessarily must be, a good business man. In the highly competitive baking industry, the difference between success and failure sometimes hinges on as little as a fraction of a penny in unit costs.

Those bakers who have installed cost accounting methods are discovering mighty interesting facts about ingredient costs. Take Midland Flours, for example.

The outstanding shop performance of Midland Flours means lowered production costs all the way down the line. Milled in accordance with *scientific* control standards, the name "Midland" is your absolute assurance of uniform baking results . . . means increased sales, too, through quality baked goods with increased consumer appeal.

It's just good business to use uniform-milled flours by Midland.



Town Crier
FLOUR

UNIFORM-MILLED FLOURS BY

THE MIDLAND FLOUR MILLING COMPANY
NORTH KANSAS CITY, MO.

DO YOU KNOW . . . ?

Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 40 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. Bread flour should be aged at least four weeks after milling before it is used for baking purposes.

2. When an extremely hard water is used in making bread doughs, the yeast content should be higher than when normal water is used.

3. The most common cause for fat to run out of patty shells during baking is that the dough has not been rolled enough times before the products were made up.

4. Both baking powder and soda are necessary ingredients when making devils food cakes.

5. The sweetening value of lactose (milk sugar) is greater than that of dextrose (corn sugar).

6. After melted hydrogenated shortening has set up again, it will take longer to cream up to the proper volume in making cakes or icings.

7. When a bread dough is somewhat over-mixed, it should be taken to the divider immediately after it is removed from the mixer.

8. Salted butter is composed of about 13 oz. fat, 2½ oz. moisture and ½ oz. salt.

9. The sponge for making brake bread should be fermented for a shorter period of time than the sponge for regular pan bread.

10. Puffing up of the crust of custard pies is usually due to air being trapped between it and the pie plate before baking.

11. When making retarded sweet dough products, a lean dough will work just as well as a rich one.

12. It is important to give a definite time for the beating of egg whites for making angel food cakes.

13. In a cake formula calling for two pounds of invert syrup, if the invert syrup was replaced by corn syrup, the resulting cakes would not be identical.

14. A high speed mixer is recommended for making the heavy, dark type of rye bread doughs.

15. It is impossible to make good bread using the so-called hot sponges.

16. Dextrose (corn sugar) caramelizes to a lower temperature than either cane or beet sugar. When substituted for all of the sugar in white layer cakes, the crust color will be lighter.

17. When lard has turned rancid, it is best to sell it to a soap manufacturer rather than to use it in baked products.

18. When cooking canned berries for pie filling, the whole content of the can should be cooked for best results.

19. Danish pastry doughs should be thoroughly mixed in order to produce the best possible products.

20. The acid content in the cheese used for making cheese cake is very important.

——BREAD IS THE STAFF OF LIFE——

Contract Signed

BOSTON — A one year contract granting a 13¢ an hour wage increase to 900 employees of 11 bakeries in Rhode Island and Massachusetts has been announced jointly by management officials and representatives of the Bakery and Confectionery Workers Union. The pay increase is retroactive to April 28, and the contract will be in force until May 1, 1958.



HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

KNAPPEN MILLING COMPANY
Producers of
BEST QUALITY MICHIGAN CAKE & BAKERY FLOURS
AUGUSTA, MICH. PHONE 320

Drinkwater
BAKERY FLOUR
MORTEN MILLING CO.
Dallas, Texas

Evans Milling Co., Inc.
INDIANAPOLIS, IND., U. S. A.
Manufacture Kiln-Dried
DEGERMINATED CORN PRODUCTS
Capacity, 16,000 Bushels



years in business

1857

1957

In 1857, ten years before Confederation, James Richardson opened a small grain business in Kingston, Ontario. The Firm he began, which has been owned and directed continuously by members of the Richardson family, is now active in every phase of the grain trade, operating country and terminal elevators, feed plants and offices that export Canadian grain to all grain importing countries.

With the increasing industrialization of Canada, the Firm entered the field of investment securities. This Division now serves investors across Canada from twenty-six offices and maintains an American & Overseas Department to handle the investment requirements of American and European investors.

On September 21st, James Richardson & Sons, Limited celebrates the Hundredth Anniversary of its founding. On this occasion we are mindful of the confidence placed in us by many people whose patronage has sustained our growth. To them we extend our thanks.

We are fortunate that our first century in business has paralleled a period of unprecedented development in Canada. We look back on these years with gratitude but we prefer to look forward, with all Canadians, to the challenge and the promise still ahead.

JAMES RICHARDSON & SONS
LIMITED

Ringing the Baker's Doorbell

Ken's Bakery at **Hawarden, Iowa,** has been sold by the owner, Ken Rensink, to Gene Raynie.

●

Among recent Small Business Administration loans approved were those for the Paramount Pastry Shop, **Baltimore, Md.**, $4,000; and the Turner Baking Co., **Durant, Okla.**, $60,000.

●

The Cela Bakery has been opened in remodeled quarters in the Albert Raphael building, formerly the Food Center, **Middleton, Calif.** The Cela Bakery is a branch of the Puritan Bakery at Calistoga, Calif., and will be operated by Mr. and Mrs. Roy Plumb and Mr. and Mrs. John Burke.

●

The Kaase Co., Inc., **Akron, Ohio,** has been sold by Thomas A. Sweet to George Abeth, a bakery executive and employee of the company. Mr. Abeth is president of the new company and P. E. Ritzman, manager under the former owner, is now vice president and secretary.

●

Bob's Bakery, **Laurens, Iowa**, has been closed by the owner, Bob Voelschow, and the equipment will be sold at auction.

●

An addition is being constructed to the **Garner (Iowa) Bakery** owned by Mr. and Mrs. Otto Lehmann.

●

Home Bakery's Dutch Mill has opened another store at 115 N. 29th St., **Billings, Mont.** The firm has another shop at 101 S. Broadway, Billings.

●

Walter M. Hagler has opened a new bakery at 507 York Ave., **Rock Hill, S.C.**

●

The grand opening of the Royal Bake Shop, **Union, N.J.**, was celebrated recently with official ceremonies and an open house.

●

Ted Lipinski, owner of Fleet Bakery, 6515 Fleet Ave., Garfield Heights, Ohio, has announced the opening of a new bakery at 4596 Turney Rd., **Garfield Heights.**

●

Kirk Greenburger, formerly at Providence Hospital, Seattle, has been named manager of the new bakery at **Lynnwood, Wash.**

●

A two story addition is being erected for Sun Valley Pies, a **Fresno, Calif.**, bakery. The addition will provide office quarters and warehouse facilities, and will represent a $40,000 investment.

●

The New South Bakery has opened a downtown store in **Fredericksburg, Va.**

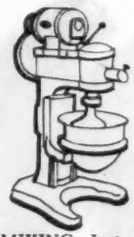
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All outstanding stock of the Stevenson Pie Co., Inc., **Long Island City, N.Y.**, has been acquired by Frank C. White, Inc., wholly owned subsidiary of Duvernoy & Sons, Inc. Frank Trzcinski has been appointed plant manager.

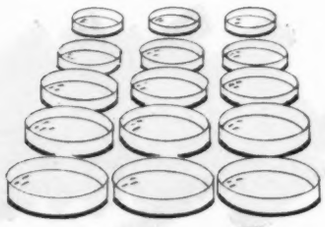
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The Pink Elephant Bakery has moved its plant from Enumclaw to **Kent, Wash.** Myron Storrer is gen-

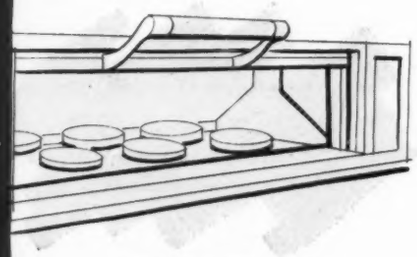




DURING MIXING—Just enough gas released to facilitate scaling and depositing of batters



ON THE BENCH—Relatively inactive for minimum gas loss



IN THE OVEN—Steady regulated action

Multiple-acting Fleischmann's Baking Powder produces regulated leavening action...for excellent volume with finer grain and better texture.

That's why, with Bakers—

FLEISCHMANN is First

Consult your Fleischmann man about the additional benefits you can get...in Merchandising aid and Production help.

"Golden Loaf" That's Our Brand—
The Flour with the Doubt and Trouble left out
TENNANT & HOYT COMPANY
Lake City, Minn.

You can make better bread with
SUNNY KANSAS Flour
WICHITA
Flour Mills, Inc.
WICHITA, KANSAS

DAVID HARUM
BAKERS FLOUR
From Nebraska's
Choice Winter Wheat
LEXINGTON MILL & ELEV. CO.
LEXINGTON, NEBRASKA

The Williams Bros. Co.
Merchant Millers KENT, OHIO, U. S. A.
Millers of Soft Winter Wheat.
We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

Four separate milling units at the same location 4

...to serve bakers with

1 SPRING AND HARD WINTER WHEAT FLOURS

2 SOFT WHEAT FLOUR FOR CAKES, COOKIES, CRACKERS

3 RYE FLOURS

4 WHOLE WHEAT FLOURS





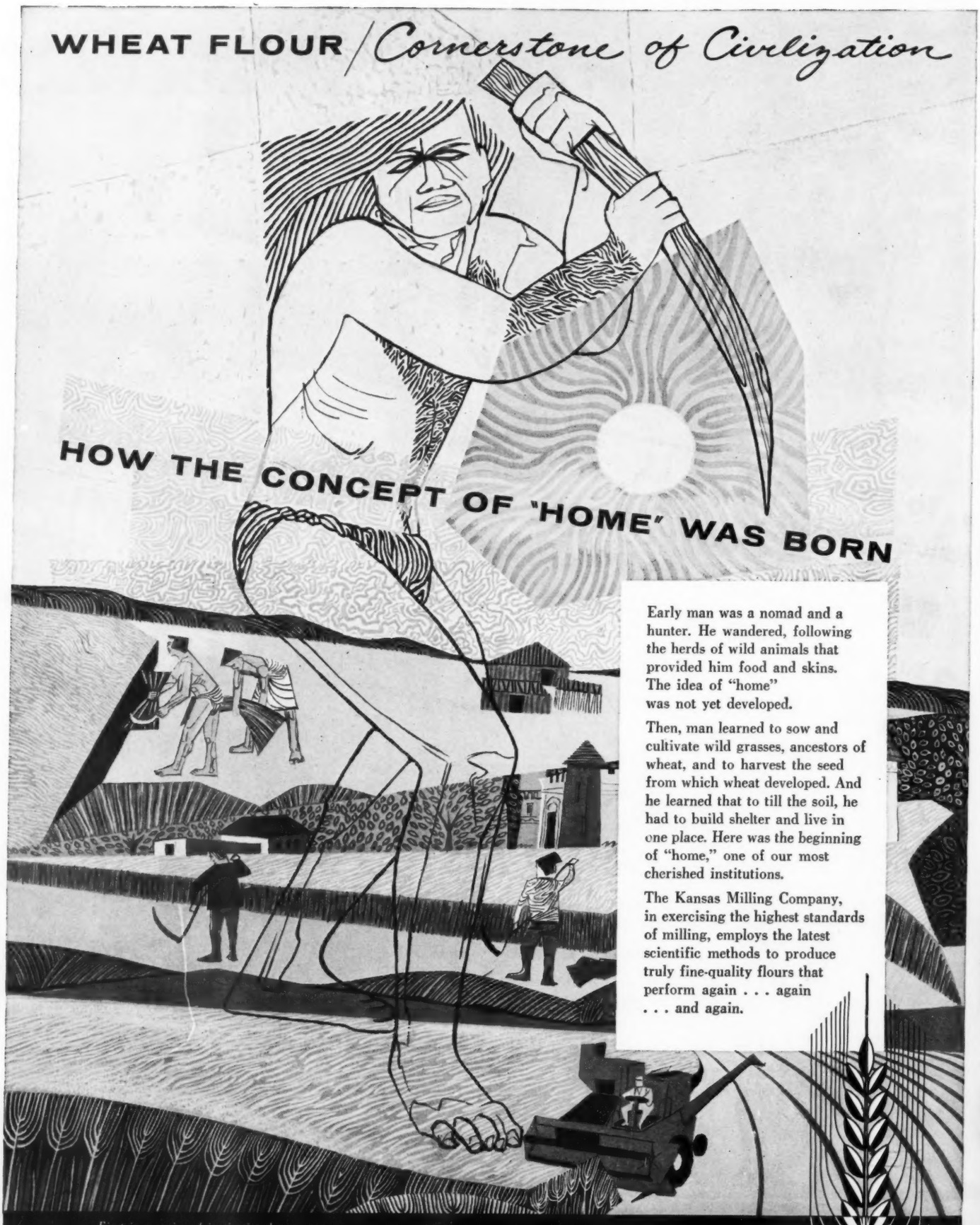
FROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

EKCHART MILLING CO.

CHICAGO, ILLINOIS

Sales representatives in: BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, ATLANTA—GA., AUGUSTA, GA., JACKSONVILLE—FLORIDA, PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, CINCINNATI, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, NEW ORLEANS

WHEAT FLOUR / *Cornerstone of Civilization*



HOW THE CONCEPT OF 'HOME' WAS BORN

Early man was a nomad and a hunter. He wandered, following the herds of wild animals that provided him food and skins. The idea of "home" was not yet developed.

Then, man learned to sow and cultivate wild grasses, ancestors of wheat, and to harvest the seed from which wheat developed. And he learned that to till the soil, he had to build shelter and live in one place. Here was the beginning of "home," one of our most cherished institutions.

The Kansas Milling Company, in exercising the highest standards of milling, employs the latest scientific methods to produce truly fine-quality flours that perform again . . . again . . . and again.

First in a series of institutional messages dedicated to the bakers of America

KANSAS MILLING COMPANY

WICHITA MOUNDRIDGE MARION

eral manager. New equipment is being installed, and the building is being converted into a modern baking plant, with allowance for future expansion.

●

A new Sanders store, the confectionery firm's 80th retail outlet, has been opened at **Birmingham, Mich.** Mrs. Betty Bone is manager. The new store includes a self-service department for candy, baked foods and packaged ice cream.

●

Charles Wolffrum of Georgetown, Ohio, has purchased the equipment of Suzie's Bakery on W. Water St., **Flemingsburg, Ky.**, from Harold Morris and George Wilkerson. The new store will be called Bud's Bakery. Mr. Wolffrum will be assisted by his mother.

●

Betty and Harold Jack have opened a new bakery in **Lomita, Calif.** Mr. Jack has operated a bakery in Inglewood, Calif., for the past four years.

●

Pepperidge Farm, Inc., Norwalk, Conn., has acquired the Black Horse Frozen Pastry Shop, **Keene, N.H.** This step marks the entry of Pepperidge Farm into the frozen food field. The Black Horse Frozen Pastry Shop was founded in 1955 by Norbet Fells and John L. Musser, who will continue to handle the pastry division under Pepperidge Farm.

●

Bob and Dick's Bakery, **Boise, Idaho**, has opened a new store at 1714 Front St., Boise.

●

George Ecker, proprietor of Ecker's Pastry Shop, **Crawfordsville, Ind.**, has sold his bakery to Mr. and Mrs. Raymond Middleton. Mr. Middleton has been with Ecker's Pastry Shop for 33 years.

●

Mr. and Mrs. Richard Schmidt of Sacramento, Calif., have sold their bakery at **Lake Tahoe** to the Baumann Brothers of Gallen, Switzerland, in a transaction which also involved their motel, house and four lots. The Baumanns, Kurt and Hans R., shortly will be joined by two other brothers who still reside in Switzerland. They will operate as Swiss Chalet, Inc. The Schmidts have operated their bakery and restaurant for 12 years. Before moving to Lake Tahoe they operated a bakery in Roseville.

●

The Charles Freihofer Baking Co., **Albany, N.Y.**, has disclosed plans to spend about $60,000 for converting its horse barn at the bakery into a garage. The five horses kept in the barn will be moved to Troy. The garage will be a two-story structure.

●

Wolf Baking Co., Inc., **Baton Rouge, La.**, has been granted a charter. Capitalization of $600,000 was authorized.

●

The Home Bakery at **Henning, Minn.**, has been remodeled and is now open for business.

●

Mrs. Frank Koeder has sold the **Winnebago (Minn.) Bakery** to John S. Beach of Minneapolis. Mr. Beach has been a baker 12 years, and formerly served with the Wuolett Bakery in Minneapolis. Mrs. Koeder and her husband operated the Winnebago Bakery for 28 years.

●

Staggers Bakery, Inc., **West Point, Miss.**, has been given a charter of incorporation.

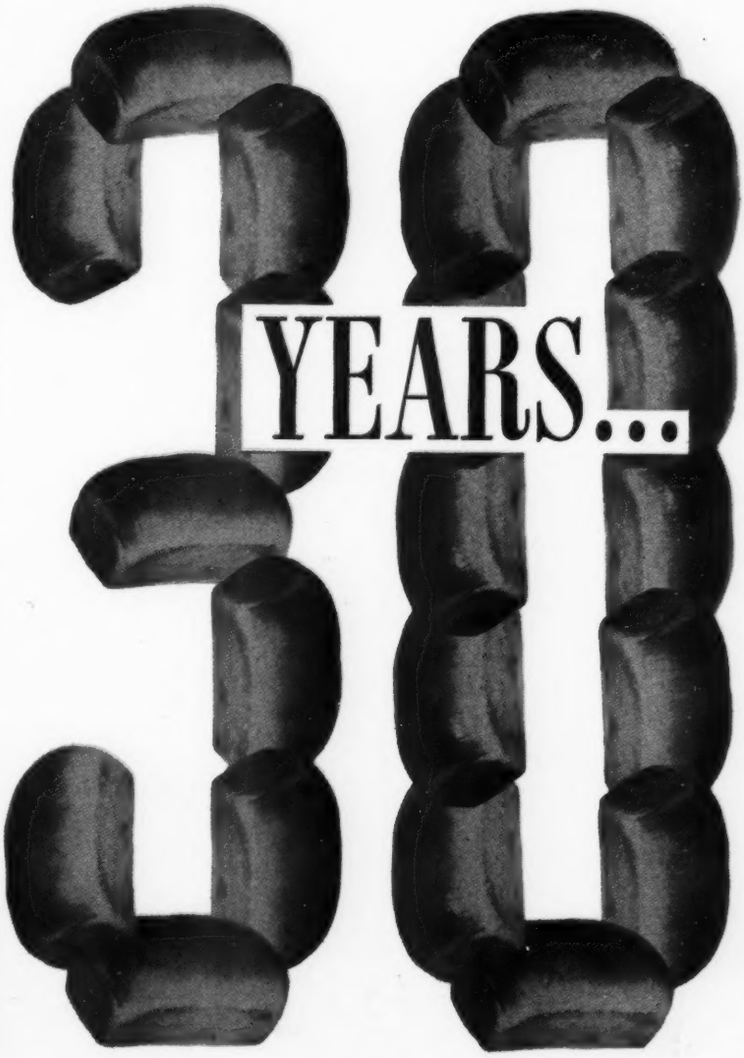
●

The Korner Bakery at **Sparta, Wis.**, has been purchased by Mr. and Mrs. Everett Lueck. Mr. Lueck was associated with the Harvey Bakery at



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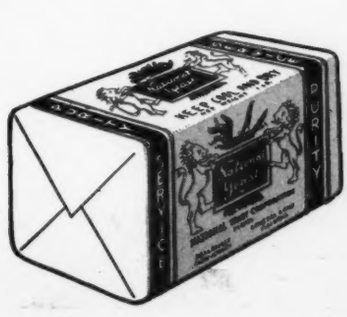
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LaCrosse, Wis., for 20 years. Both Mr. and Mrs. Lueck are former residents of the Sparta area.

Sol Joseph has announced the grand opening of his new **Cleveland Heights, Ohio**, bakery.

Ernest Busig, formerly of Fullerton, Neb., has announced plans to open a bakery in **Glenwood, Iowa.**

The Lenander Bakery in **St. Louis Park, Minn.**, has been purchased by Michael and Barbara McCollor, formerly of Northeast Minneapolis.

Niles Kapinus, formerly of McGregor, Iowa, has opened a bakery on Main St. in **Monona, Iowa.**

A charter for incorporation of the Ruby Anne Bake Shop, Inc., has been issued at **Rapid City, S. D.** Capitalization has been reported at $100,000. Directors include Philip G. and Ruby R. Christen, Mitchell, S. D., and Paul R. Christen of Huron, S. D.

The **Osceola (Wis.) Bakery** has been remodeled by the owner, Mrs. William Hillskotter.

The **Winthrop (Minn.) Bakery** has been purchased from its former owner, Wesley Prax, by Patrick O'Brien.

Loren Rose, formerly of Spencer, Iowa, has succeeded Ralph Pease as manager of the Continental Baking Co. plant at **Sioux Falls, S. D.** Mr. Rose was formerly sales supervisor at Spencer. Mr. Pease is expected to undergo training for assignment to another operation of the company.

The City Bakery at **Oakes, N. D.**, has been reopened by owner Vic Neuharth, and a new oven has been installed.

Mr. and Mrs. Emil Franke, owners of the Franke Kolacky Bakery at **Montgomery, Minn.**, have retired and turned the operation of their bakery over to a son, Alvin.

S. E. Shelley has been named plant manager for Wonder Bakeries at **Little Rock, Ark.**

Smith's Midwest Bakery, Inc., **Oklahoma City, Okla.**, has been granted a charter. Incorporators are Darrell W., R. D., and Ima Jo Smith, all of Midwest, Okla.

John F. Bryan, **Montgomery, Ala.**, has announced the opening of a new bakery at Eastbrook, in the Coliseum Blvd. area. Mr. Bryan will also continue to operate Bryan's Bakery on Highland Ave. in Montgomery.

Nick A. Schenkel, who has been in the baking industry for 28 years, has been named sales manager of Bell Bakeries, Inc., **Winston-Salem, N. C.** Mr. Schenkel is from Norfolk, Va.

The promotion of James R. McGrath to executive vice president and general manager, and Normal O. Solberg to sales manager of Bunny Bread Baking Co., **Eau Claire, Wis.**, has been announced by William D. McIntyre, president.

Allen W. and Thomas J. Adams, and Floyd Feuchtenberger, are the new owners of Phoenix Pie Co., **Portsmouth, Ohio.**

The Deshler Bakery at **Findlay, Ohio**, has been closed after 19 years of business, according to the owners, Ed. Griese and G. P. Blankemeyer.

Pelton's Spudnuts, Inc., **Salt Lake City**, recently celebrated its 17th anniversary along with its annual meeting and a tour and demonstration of its new pre-mix plant and general office building.

Jackie Chapman, formerly of Abilene, Texas, has accepted a position as office manager with Mead's Bakery, **Oklahoma City, Okla.**

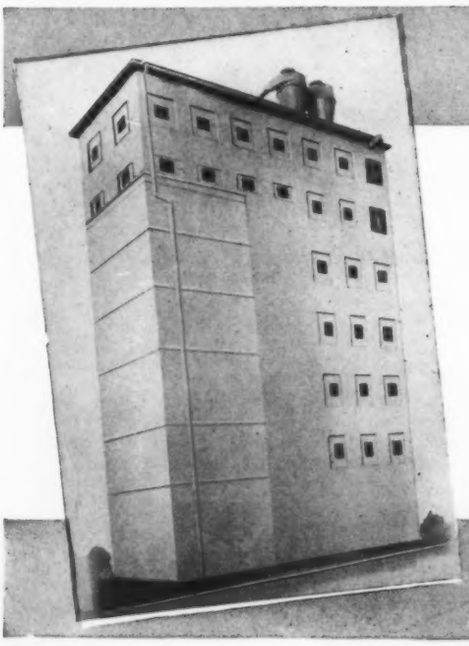
Mr. and Mrs. Harold Holse have opened a bakery and delicatessen in **Vermillion, S.D.** Mr. Holse has been a baker on the University campus at Vermillion, and at one time owned a bakery in Beresford, S.D.

—BREAD IS THE STAFF OF LIFE—

NEW POSITION

HAGERSTOWN, MD. — Fred W. Lawson, midwestern representative of the J. R. Short Milling Co., has resigned from that company to become production manager for the Manbeck Bread Co., Hagerstown, a position which he formerly held.

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AIB's 6th Annual Equipment Course Well Received

CHICAGO — Lectures on wrapping machines, bakery refrigeration, pan maintenance, the planning of a plant modernization program, and maintenance and product control were presented at the 6th annual bakery equipment maintenance short course conducted at the American Institute of Baking in Chicago. The lectures were supplemented by slides, charts, demonstrations, and two field trips to large bakeries. The course featured as lecturers 24 leading industry representatives and nine AIB staff members.

The theme of this year's course was TMT (time, motion, temperature) control to achieve quality production. Much emphasis was also placed on the importance of teamwork in production management. Thirty-nine men attended and travelled collectively more than 40,000 miles from their homes to participate in the short course. Five came from Canadian bakeries and others from Texas, California, Georgia, New York and 15 other states.

According to comments received from men enrolled last year, the AIB maintenance course is filling a real need in the lives of plant engineers. Some sample remarks are:

"I would certainly recommend this course for any bakery engineer. I certainly feel full value has been received, along with information no amount of money could buy."

"This has been the most valuable week I have spent since starting to work in the baking industry."

For information on the 1958 maintenance short course, to be held Sept. 22 through 27, write to Registrar, American Institute of Baking, 400 East Ontario St., Chicago 11, Ill.



APPRECIATION — R. L. Nafziger, Interstate Bakeries Corp., Los Angeles, retiring chairman of the American Bakers Assn., is shown above as he presents a certificate of appreciation to William M. Clemens for his six-year service as treasurer. Mr. Clemens, president of the Trausch Baking Co., Dubuque, Iowa, succeeds Mr. Nafziger as chairman.

NEBA Schedules Fall Convention

BOSTON—The fall convention of the New England Bakers Assn. will be held at the Sheraton Plaza Hotel, Boston, Nov. 18 and 19, with only NEBA members invited. The limitation on attendance was imposed, according to H. J. Schinkel, executive secretary, to discourage those who in the past have benefited from the convention but failed to take part in activities of the association at other times.

There will be no fees or charges for registration or the cocktail party. Emphasis is being given to urging members to bring those representatives of each firm who can also benefit from the convention, such as sales managers, production managers, and their wives. As for member bakers, there will be no fees or charges.

The NEBA has arranged for each allied member firm to bring one representative and his wife to the convention at no cost for registration, and each additional representative and his wife at a cost of $20.

The Bakers Educational Group of New England will provide the program the afternoon of Nov. 19, to which all members of the educational group are invited whether registered for the convention or not.

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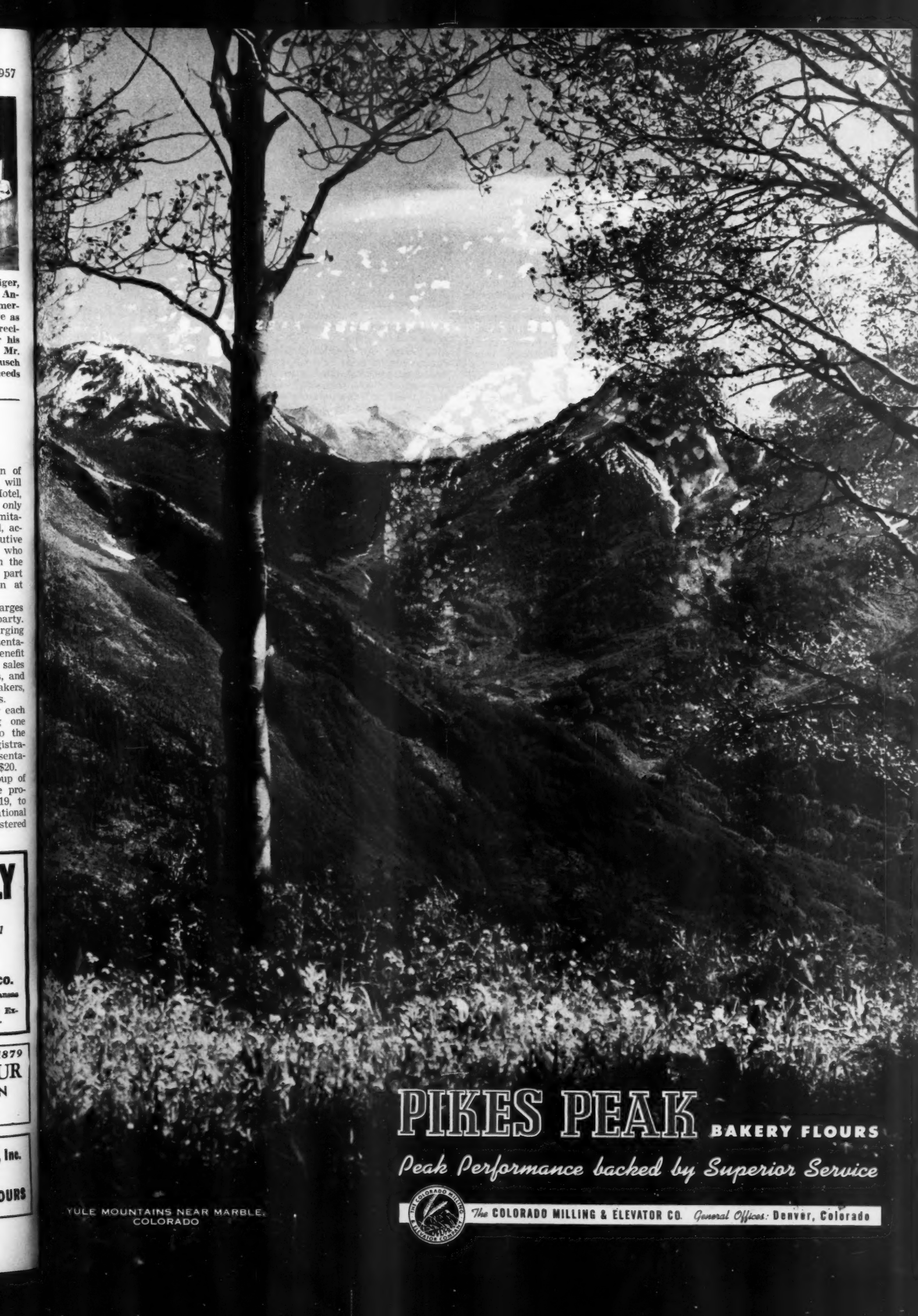
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ANSWERS TO "DO YOU KNOW?"

Questions on Page 30

1. **False.** Due to recent milling processes in conjunction with bulk shipping, it has been found that bread flour can be used as soon as it is received in the bakery. However, many bakers receiving flour in 100-lb. bags feel that the baking quality is improved by storing the flour for 3 or 4 weeks. This will depend to a certain extent upon the temperature of the storage room. The warmer the room, the shorter the time necessary. Usually flour is stored at about 70-75° F. A bleached flour does not require as long a storage time as an unbleached flour; usually about two or three weeks.

2. **True.** An excessively hard water will retard fermentation by toughening the gluten in the dough too greatly. More yeast will usually help to overcome this by promoting a more vigorous conditioning, or softening of the gluten.

3. **True.** This condition will also occur when the temperature of the oven is too low.

4. **False.** Both baking powder and soda produce carbon dioxide gas. By using some soda with the baking powder it has been found that the baked cakes will be on the alkaline side, resulting in a reddish brown crumb color. We are taking it for granted that not enough acid, such as buttermilk or sour milk, is used in the formula to neutralize the soda. Baking powder is neutral, and therefore has little effect on the crumb color. When a "Dutch" process cocoa is used the soda may not be necessary to produce the reddish brown crumb color.

5. **False.** The sweetening value of milk sugar is very low. It is approximately 16% as sweet as sucrose (cane or beet sugar). Corn sugar has a sweetening value of about 74-75%. Milk sugar is not fermentable by yeast.

6. **True.** It will take a longer creaming time due to the fact that unmelted hydrogenated shortening contains about 8 to 10% air. During the melting of the shortening this air is lost.

7. **False.** The best results will be obtained by allowing the dough to recover for some time before going to the divider. The length of time necessary will depend upon various factors such as the type of flour used; the length of time the dough was mixed; dough temperature, etc.

8. **True.** Therefore, when replacing shortening in a formula with butter, proper adjustments in the fat, milk and salt are necessary in order to obtain the proper results.

9. **False.** When making brake bread, the sponge should be fermented for a longer period of time than when making regular pan bread. The flavor will be improved by doing this. The closeness of the grain in the finished loaves will depend largely upon the age of the sponge and the number of times the dough has been braked.

10. **True.** Air expands under heat, causing the crust to puff up. This puffing can be eliminated by having some small holes punched in the bottom of the pie plates.

11. **False.** In order to produce quality products, a rich type of dough should be used. Lean doughs do not lend themselves as well for retarding as the rich doughs.

12. **False.** All egg whites do not beat up at the same rate of speed. The temperature of the whites and shop may not always be the same. The amount of whites in the bowl, type of beater or the speed of the machines may not be identical.

13. **True.** Corn syrup is rated only about 40% as sweet as sugar (sucrose) while invert syrup is rated about 102% sweet. Invert syrup is also much more hygroscopic than corn syrup. The cakes in which invert syrup is used will have better keeping qualities.

14. **False.** Slow speed mixers are recommended for producing the best results. High speed mixing overdevelops the dough, causing it to become sticky. Loaves small in volume will result.

15. **False.** Very satisfactory bread has been made using this process. There are a number of bakers who are successful in using them. Other bakers do not like the results they obtained.

16. **True.** Dextrose does not cream up as well as granulated sugar. The cake batter will be more compact. This does not allow the oven heat to penetrate into the cake as well, seemingly preventing the coloring of the crust. It is noticeable that when lard is used instead of hydrogenated shortening, the same thing occurs. The regular creaming method, that is sugar and shortening, being used in all cases.

17. **True.** When rancid lard is used in baked products, their flavor will be impaired. It would be a serious mistake on a baker's part if he tried to use it in food products or for greasing pans.

18. **False.** The best procedure is to cook the juice and thicken it. Then the drained fruit should be added carefully. If the canned berries are cooked with the juice, they are very apt to become mushy and broken up, spoiling the appearance of the filling.

19. **False.** They should be mixed as little as possible in order to produce the most tender product. The dough will obtain some development during the rolling in of the fat and the folding.

20. **True.** A high acid content will cause the cakes to fall. The cheese should be bought from a source that is able to furnish a uniform product.

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AT ABA MEETING—Attending meetings of the board of directors of the Baking Industry Sanitation Standards Committee in Chicago during the American Bakers Assn. convention were, left to right, seated, A. J. Faulhaber, American Stores, Philadelphia, vice-chairman; A. T. Prosser, Ward Baking Co., New York; J. Lloyd Barron, National Biscuit Co., New York, chairman; Howard O. Hunter, president, American Institute of Baking; standing, left to right, Raymond J. Walter, secretary BEMA and secretary-treasurer of BISSC; Tyler R. Stevens, American Machine & Foundry, New York; Hans H. Hennecke, Baker Perkins, Inc., Saginaw, Mich.; Carl W. Steinhauer, Union Steel Products Co., Albion, Mich.; Martin Eisenstaedt, American Stores, Inc., Philadelphia; Conrad W. Petersen, Petersen Oven Co., Franklin Park, Ill.; Morris Cohen, Interstate Bakeries Corp., Kansas City; and Louis King, AIB, Chicago.

Committee Suggests Rules for Reducing Wrapper Moisture

CHICAGO—Ways to reduce condensation inside packaged bread and other baked foods have been determined by the technical committee of the Waxed Paper Merchandising Council, Laurence T. Herman, executive director of the Council, announced.

"Many bakers," he said, "have experienced problems resulting from condensatoin on the inside of wrapped packages, regardless of what kinds of packaging materials are used. "The Council has been asked what steps should be taken to reduce condensation, and our technical committee has thoroughly studied the problem and come up with seven recommendations to meet it."

The Council findings advise bakers to: (1) Avoid wrapping bread at temperatures over 100 degrees; (2) Keep wrapped bread in areas that are close to room temperatures and avoid storage in areas of extreme hot and cold; (3) Use heated trucks for delivery in cold weather; (4) When practical, use a slightly longer baking time in extremely cold weather; (5) When condensation on the inside of the package is noticeable, due to weather conditions or other factors, use an innerwrap to prevent condensation of moisture on the outer wrapper, thus protecting the wrapper from the effects of condensation; (6) Avoid baking bread with excessive moisture, as bread containing more than 38% moisture may present a problem, and, (7) Avoid very tight wrap or very loose, sloppy packages.

Bread loaves with medium wrap, neither excessively tight nor excessively loose, stand up best when displayed in retail stores, the council pointed out.

The condensation problem results because the inside of a package of bread, buns, rolls or other baked foods, is maintained at a very high humidity. The humidity comes from the high moisture content of the product, plus the fact that the packaging material is designed to retain the moisture vapor within the package.

Condensation occurs when the temperature of the package is reduced, because of the high moisture content inside the package. The condensation accumulates on the surface of bread and other bakery products, as well as on the inside surface of their wrappers.

Mr. Herman pointed out that when transparent packaging materials are used the condensation is readily apparent. It also occurs when opaque wrappers are used, he concluded.

APPOINTMENT ANNOUNCED

CAMBRIDGE, MD.—Heloise Parker Broeg, well known in New England for the operation of her own food manufacturing business as well as her radio and television programs, has been named director of the newly formed consumer service department of Coastal Foods Co. As part of its service the firm will circulate information about its "Phillips Finer Foods" under the name "Peggy Phillips." Mrs. Broeg was a pioneer in television and cooking programs and has been given recognition by the food manufacturing industry.

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Flour Market

Flour Prices Strong, Buying Slow

By K. W. WAKERSHAUSER
American Baker Staff

The flour markets were dominated by strong prices during most of October and the early part of November, due to rising wheat costs and low millfeed returns. Buying was spotty throughout the period and almost wholly confined to hard winter grades in the Southwest. The activity was not comparable to the heavy buying activity which occurred earlier this year. Some buying of hard and soft wheat flours was consummated in the Southwest and the central states the first week in October, and a few independent bakeries bought small quantities of Southwest flour again the first few days of November as prices advanced. The government purchased somewhat more than 1 million cwt. of flour late in the period for domestic and foreign distribution, but without significant impact on prices or private buyers.

Bakers' Supplies Remain Ample

Buyers, as a rule, have not been in need of flour the past month. Users of Southwest flour are booked to Jan. 1 or beyond, and probably in a better supply position than users of spring types because of having filled out requirements the first week in October. Buyers of springs, on the other hand, while not in as good a supply position, see a price gap in their ideas of workable buying levels and those of the mills which, they hope, will turn downward in their favor in the months ahead. As a result, November opened with flour buying in the major markets restricted to small lot purchases designed to extend supplies just far enough ahead to permit clarification of the market picture. Mills, on the other hand, say that they can see little chance of a break in the price structure at this time without a sharp reversal of the wheat costs-millfeed loss situation.

Price Picture Remains Strong

Cash wheat at Minneapolis in early November was up 3⅝¢ for ordinary grades and 1⅝ to 2⅝¢ for the higher protein types. At Kansas City, cash prices for ordinary dark and hard wheat were 5¢ higher for the lower protein types, but the same as in early October for the higher proteins. Cash prices for red wheats were generally 2 to 3¢ higher than in early October. Futures were up, with the December contract at Minneapolis showing the most strength, 3¢ from early October. The December future at Kansas City was firm, while deferred futures were up 1 to 2¢. Deferred contracts were held from making additional gains by the excellence of the new crop plantings in the Southwest, and the outlook for a good crop in 1958, weather permitting. Flour was quoted by spring wheat mills at 5¢ sack higher than a month earlier, while hard winter wheat flour was 5¢ lower. Significantly, list prices for flour were generally 30 to 40¢ over prices at which buyers made their purchases last summer. With mills reluctant to pare prices in the face of millfeed losses and higher wheat costs, only time—and the impact of buying pressure—will determine the levels at which future sales are to be made.

Total Supplies Still Heavy

Total wheat supplies in the U.S. for the current 1957-58 marketing year are estimated, as of early October, at about 1,599 million bushels, with more than one-half the total stocks either owned by the government or under government loan. The most significant factor reflected in the total is the large carry over of old wheat from July 1. The October stocks of 1,599 million bushels were the smallest since 1953, but still the fourth largest of record because of the large carry over. Added to the prospect at this time for a big crop of good quality wheat in the Southwest next year, this could well imply bearish flour and wheat prices in the months to come. October brought into sharp focus the contrast between hard winter wheat planting in the Southwest in the fall of 1956 and this year. Planting last year was hampered by drouth and heavy soil bank participation, in contrast with ideal planting conditions and a lag in soil bank withdrawals this year.

Total Production Estimate Increased

Total 1957 wheat production continued to exert mixed pressure on the markets in October. According to government reports, production of all wheat in early October was estimated at 927 million bushels, an increase of 4 million bushels from the September estimate. The increase was mainly in spring wheats and durum. Offsetting the increase, as a possible price factor, was the fact that even with the increase total 1957 production was 7% smaller than 1956 production and 18% less than the 1946-55 average. At this point the relative levels of wheat prices to net loan values available under the government support program may help in determining whether prices will soften.

Spring wheat prices earlier this month were 9 to 15¢ above net loan value, indicating that supplies will probably be drawn to the open market rather than into the loan program. In contrast, Southwest wheat prices have remained approximately 10¢ below loan value, indicating that more wheat in that area may be drawn into the loan program. In the long run, the amount of "free" wheat available in the months ahead, and the demand for it, will determine prices.

Although not of direct influence on flour prices, activities of the government to stimulate wheat export business is being reflected in day to day market fluctuations. Despite some earlier doubts in trade circles, the government has persisted in its forecasts to the effect that wheat exports for the 1957-58 crop year will total 400 million bushels. Indirectly, this has been a factor, one of several, contributing to the current strength of prices.

Low millfeed prices, though not of direct concern to bakers, will continue to be reflected in firm flour prices until such time as heavy buying pressure or a change in other key pricing factors are reversed. As long as the mills feel the need to protect lower millfeed returns with higher flour prices there will be less workable price ground for flour buyers.

Acreage Reserve Total Declines

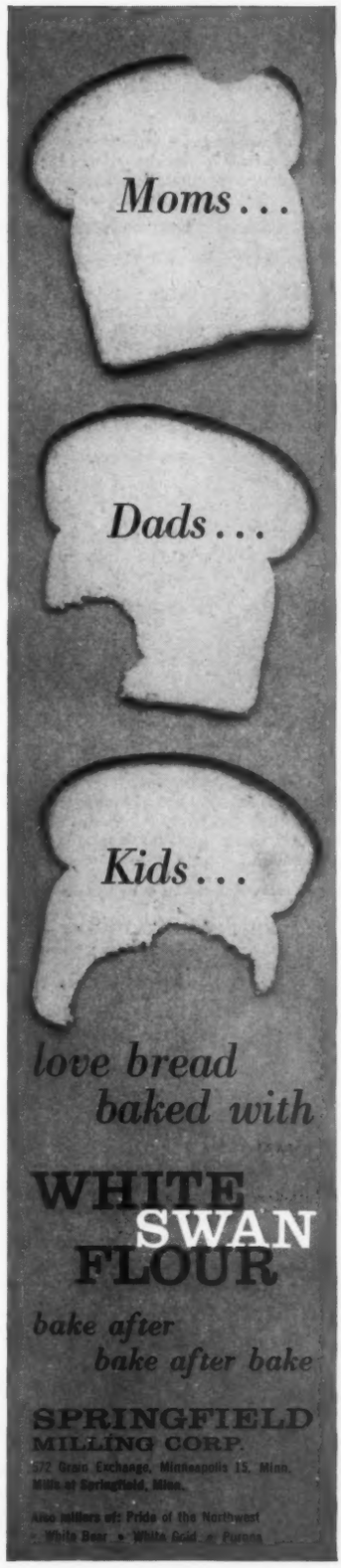
The placement of wheat acreages into the soil bank will be watched closely from now on by market observers concerned with finding clues to long range price trends. Only slightly more than 3.8 million acres of winter wheat allotment land were put in the acreage reserve of the soil bank through the close of the winter wheat sign-up period Oct. 4, a decline from last year of 6.8 million acres. Indications are that the land will be used instead for wheat, and if the crop to come is as good as the conditions under which it was planted could mean lower prices in 1958. The whole situation, however, is subject to the myriad factors of weather during the growing season ahead.

Summary of Flour Quotations

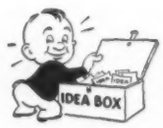
November 1 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	‡St. Louis	Buffalo
Spring top patent	6.10@6.60	...@...	...@...	...@...	...@...
Spring high gluten	...@...	6.37@6.52	...@...	...@...	6.97@7.17
Spring short	...@...	6.12@6.27	...@...	...@6.70	6.72@6.92
Spring standard	6.00@6.50	6.02@6.17	...@...	...@6.60	6.62@6.87
Spring straight	...@...	...@...	...@...	...@...	...@6.82
Spring first clear	5.50@5.90	5.22@5.57	...@...	...@6.40	5.77@6.03
Hard winter short	5.60@6.15	...@...	5.63@5.68	...@5.80	6.23@6.73
Hard winter standard	5.50@6.05	...@...	5.53@5.58	...@5.70	6.08@6.63
Hard winter first clear	5.69@5.75	...@...	4.70@5.00	...@5.05	...@5.78
Soft winter short patent	7.45@7.49	...@...	...@...	...@...	7.88@8.07
Soft winter standard	6.15@6.74	...@...	...@...	...@...	7.30@7.37
Soft winter straight	...@...	...@...	...@...	...@5.80	6.09@6.37
Soft winter first clear	5.02@5.35	...@...	...@...	...@5.50	5.01@5.42
Rye flour, white	5.25@5.35	4.98@5.00	...@...	...@5.28	5.79@5.94
Rye flour, dark	4.50@4.60	4.23@4.25	...@...	...@4.53	5.04@5.19

	New York	Phila.	Boston	Pittsburgh	*New Orl.
Spring high gluten	7.24@7.34	7.15@7.25	...@...	7.08@7.28	6.85@7.05
Spring short	6.99@7.09	6.90@7.00	...@...	6.83@7.03	6.60@6.80
Spring standard	6.89@6.99	6.80@6.90	...@...	6.73@6.93	6.40@6.60
Spring first clear	...@...	6.70@6.80	...@...	6.18@6.46	5.85@6.20
Hard winter short	6.58@6.68	6.35@6.45	...@...	6.36@6.66	6.00@6.10
Hard winter standard	6.43@6.53	6.25@6.35	...@...	6.21@6.51	5.75@5.90
Hard winter first clear	...@...	...@...	...@...	...@...	5.15@5.45
Soft winter short patent	...@...	...@...	...@...	...@...	5.60@5.95
Soft winter straight	5.85@6.25	...@...	...@...	...@...	5.20@5.50
Soft winter first clear	...@...	...@...	...@...	...@...	4.60@5.05
Rye flour, white	5.70@5.90	5.75@5.85	...@...	5.69@5.74	...@...
Rye flour, dark	...@...	...@...	...@...	4.94@4.99	...@...



Worth Looking Into



New Products
New Services
New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 4060—New Foil Coating

A new bottom coating which, the manufacturer, Ekco-Alcoa Containers, Inc., says, gives superior baking results is demonstrated by this unretouched photo of a pot pie baked in a partially-coated rigid aluminum foil



container. This new outside coating was developed by Ekco-Alcoa for Chet's Famous Foods of Eugene, Ore., in answer to a request for a package with greater distinction and more customer use value. The possibilities of better baking qualities were explored and several coatings were developed and tested. Chet's chose the black coated container and is merchandising it as "Chet's Bottom Baker." The dark color increases the intensity of aluminum's already high heat conductivity, giving the same crisp, flaky browning on the bottom as on the top. For more information clip the coupon, mark No. 4060, and mail to this publication.

No. 4056—Pie Thickener

National Starch Products has announced a change in the name of its modern instant pie thickener, Stabilizer 37, which now will be known as Instant Clearjel. Instant Clearjel will become a companion product to famous Clearjel fruit pie stabilizer. Instant Clearjel reduces preparation time to a matter of minutes, says the company. No cooking, prolonged stirring or cooling is reported necessary. Just add water or juice to dry ingredients, agitate, then mix in fruit, and the filling is ready to freeze or bake. Samples and suggested pie formulas are available. Check No. 4056 elsewhere on this page and mail the coupon.

Send me information on the items marked:

- ☐ No. 4053—Sweet Goods Flavoring
- ☐ No. 4054—Starch for Bakers
- ☐ No. 4056—Pie Thickening
- ☐ No. 4057—Steam Cleaner
- ☐ No. 4058—Cellophane Improvements
- ☐ No. 4059—New Batching Scab
- ☐ No. 4060—New Foil Coating

Others (list numbers) .....

NAME .....

COMPANY .....

ADDRESS .....

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

FIRST CLASS PERMIT No. 2
(Sec. 34.9, P. L. & R.)
MINNEAPOLIS, MINN.

BUSINESS REPLY ENVELOPE
No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY—

The American Baker

P. O. Box 67,

Reader Service Dept. Minneapolis 1, Minn.

No. 4054—Starch For Bakers

Development of a starch for use by bakers in pneumatic dusters has been completed by the A. E. Staley Manufacturing Co. The product is a corn starch in powdered form which has been modified to make it especially free flowing. This free-flow improves both the feed and dispersion in the pneumatic duster, say the manufacturers. Staley chemists developed the starch as a result of the growing use of pneumatic bread dusters. Bakers have found cost savings and other advantages of the pneumatic machinery, increasing the desirability and acceptance of the new Staley product.

Specifically claimed advantages for the Staley's Baker's Dusting Starch in pneumatic dusters are: (1) Improved bread quality: Starch dusting permits greater pressure on the dough without surface cracking. Gas pockets can be squeezed out to produce a finer texture; (2) Better crusts. The crust is thinner, more tender and of a more appetizing color; (3) Less sticking of doughs. Corn starch absorbs considerable moisture at room temperature without becoming adhesive. Thus, although only a thin layer of starch forms on the dough, sticking doesn't occur; (4) Reduced costs. When Staley's dusting starch is used to replace flour, the amount of dusting material needed may be reduced as much as 75%; (5) Control of insects. Corn starch is virtually free from proteins and doesn't support insect life. Insecticides and fumigants also are unnecessary; (6) Labor savings. Sanitation requirements can be met with less cleaning, and the cleaning operation is easier. With pneumatic dusters, dust boxes are eliminated. All of the present pneumatic dusters are designed to operate using regular plant air lines, and are basically similar in design. A supply tank feeds into a small dispersion chamber in which the starch is mixed with air. The dispersed starch is then conveyed to hooded application points. Excess starch is returned to a single collector. The entire system is enclosed, permitting reuse of the starch. Check No. 4054 and send to this publication for further details.

No. 4057—Steam Cleaner

Important improvements have been incorporated in the new Speedylectric standard steam-jet cleaner, according to an announcement by the manufacturer, Pantek Mfg. Corp.

Of particular interest to bakery management is the statement that the new, more efficient, jet nozzle improves effectiveness with reduced electric consumption. Previously rated at 30 kw., the Steam-Jet Cleaner now carries a maximum rating of 20 kw. and, under ordinary operation conditions, usually consumes only 15 to 18 kw. an hour. Units are available for either 220 v. or 440 v., 3 phase, 60 cycle power. The Speedylectric standard operates on the electrode principle, and has no tubes to scale or burn out. An inquiry to this publication requesting No. 4057 will bring details.

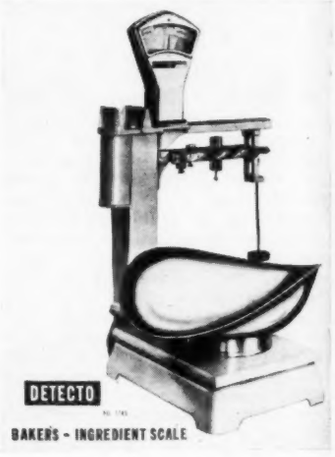
No. 4053—Sweet Goods Flavoring

Dr. Lawrence H. Baldinger, Notre Dame University, is credited with developing and perfecting International V&R Flavoring for coffee cake, rolls and other sweet goods. As a consultant for International Bakers Services, Dr. Baldinger developed the formula for powdered-form V&R Flavoring which has been in wide use for more than 10 years.

International Bakers Services, Inc., of South Bend, Ind., advises that Dr. Baldinger still supervises the mixing of every pound of V&R Flavoring in powdered form. International Bakers Services was founded 11 years ago as a result of the compounding of this special powdered-form flavoring. Dr. Baldinger's interests are quite varied: He serves as the dean and major advisor for more than 600 science students in the university's College of Science and also teaches two courses each semester in chemistry. When time permits he keeps up his interest and study of flavoring materials, especially in the mint oils of Indiana. Additional information about this flavoring is obtainable. Simply check No. 4053 on the coupon and mail it.

No. 4059—New Batching Scale

For those needing a batch ingredient scale, a new Detectogram is offered by Detecto Scales, Inc. All mixing ingredients can be handled on this scale. A special over and under weight indicator standardizes the finished batch the same way each time. It is



easy to operate, and there is no hard cleaning to worry about, claim the manufacturers. A triple beam assembly assures speed of operation and accuracy. This new model permits continuous and speedy operation on one scale for mixing, blending, and compounding ingredients, and comes in a white enamel finish. Details may be obtained by marking No. 4059 and mailing the coupon to this magazine.

No. 4058—Cellophane Improvements

The Du Pont Co. is reducing the price of K-202 and K-203 polymer-coated cellophane by 5¢ lb. effective with shipments made now. At the same time, the company announced that 300 gauge K-203 cellophane, a new thin gauge polymer-coated type which had been classed as experimental, has been added to the standard line and is now available in commercial quantities. J. Edward Dean, director of sales of the company's Film Department, said that substantial new facilities have been built for producing polymer-coated cellophane.

For baked goods, the film surface remains clear and free from moisture clouding. Market tests now under way indicate that non-fogging and the film's improved durability at low temperatures may be important in the packaging of frozen foods and fresh produce. Just check No. 4058 for additional information about this product.



Every dollar's worth of the priceless reputation of KELLY'S FAMOUS has been gained by giving a full dollar's worth in real baking quality. You are sure to bake your best with KELLY'S FAMOUS.

Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.

The WILLIAM KELLY MILLING COMPANY

Capacity 5,000 Sacks **HUTCHINSON, KANSAS** *Grain Storage 1,000,000 Bus.*

Bakery Merchandising



HARVEST PROMOTION—Pictured are the several promotion pieces included in Fleischmann's new "Bakery Harvest Festival" kit. At the top is the full-color 10 x 26 in. window streamer. At the bottom left is the full-color 13 x 26 in. easel-backed counter card, with insert frame for holding color photos of the four "today's specials" Fleischmann is recommending. At right are Fleischmann's sales and bakery tested formula cards for the four recommended "specials," and at the bottom right is a "Bakery Harvest Festival" button for sales personnel.

Fleischmann Offers Program To Cash in On Harvest Sales

NEW YORK—The Fleischmann Division of Standard Brands Inc. is currently distributing a "Bakery Harvest Festival" program designed to help increase the sale of retail baked foods during the period immediately prior to the Christmas holidays.

The new Fleischmann promotion kit includes two full-color promotion pieces (a window strip and counter card) which feature the phrase "Bakery Harvest Festival" against a background of the vividly colored fall farm products that are commonly used in the production of bakery products.

The easel-backed counter card is the key piece in the program, since it has an insert frame in which the baker can place full-color photos of the four sales and bakery tested products that Fleischmann is recommending for fall promotion.

The products mentioned are a praline cake, a pecan macaroon tart, an open-face fruit coffee cake, and cinnamon raisin bread. Each of the four color photos of these products has mouth-watering sales appeal and can be inserted in the counter card frame whenever the baker wishes to feature a "today's special."

Last, but not the least of the kit's contents is an eye-catching lapel button for bakery sales personnel which suggests that the customer "Ask for Bakery Harvest Specials."

In addition to helping bakers who have never had a fall promotion of this type, the new "Bakery Harvest Festival" program will give more tools to the large number of bakers who are featuring "harvest" window displays and products during November.



AWARD—"Merchandising Statesman" is the title given Mrs. Marie Kiefer, secretary-manager of the National Association of Retail Grocers, at the recent annual meeting of the Bakery Packaging Council. Because of her leadership in the field of merchandising based on her outstanding services to 63,000 members throughout America, the award was given in Chicago Oct. 23 at the time of the American Bakers Assn. convention. Mrs. Kiefer was the recipient a year ago of an award designating her "First Lady in the Food Industry." At the right is George Graf, Quality Bakers of America, New York, chairman of the Bakery Packaging Council (formerly the Inter-Industry Bakery Package Committee); Merrill Maughan is the executive secretary.

—BREAD IS THE STAFF OF LIFE—

VETERAN BAKER DIES

UTICA, N.Y.—Henry J. Heinlein, night superintendent of the Continental Baking Co. in Utica for the past 34 years, died recently after a brief illness. He was a member of the company's 25 Year Club.

ABA MEETING

(Continued from page 10)

sound, 16 mm., is 12½ minutes long, and is designed for all age groups, schools, club and television use. Its price is $54.50 per print to members of the American Bakers Assn., and $81.75 to non-members. The film may also be rented; for seven days or less to ABA members, the price is $10. Non-member bakers will be charged $15.

The retail segment of the industry has also recorded increased consumption, Charles J. Schupp, Schupp's Bakery, Washington, D.C., president of the Associated Retail Bakers of America, pointed out.

"A look at the past—the boom years behind us—shows that over-all consumption of our products has increased steadily," Mr. Schupp said, "and that stories of success have been written by individuals in every branch and in every phase of bakery operations. We also know that participation in this boom by individual members of our industry has been quite varied — extending from tremendous growth and expansion to moderate progress. Yes, and in some instances, even down to stagnation and failure.

"Such has been the performance of our industry in the past—and such will it be in the future—because we are operating in a free enterprise economic system, dedicated to the survival of the fittest."

"Many individuals who have failed to keep pace with the progress of our industry find themselves overly concerned with the prevailing conditions of their individual operations and are prone to place all the blame on competition. Tough competition is normal in our economy. We must expect it. We should recognize it. We must face it," Mr. Schupp said.

As far as the retail baker is concerned, quality, variety and service are still the cornerstones of successful operation of our business, the ARBA head emphasized. Quality of ingredients and well maintained equipment are still the essentials in obtaining these objectives, but also vitally important is the proper selection and training of the employees which make up the baking organization.

The necessity of doing a better job of quality baking, merchandising, public relations and costing received emphasis at the American Bakers Assn. Multiple-Unit-Retail Branch session Oct. 22.

"Quality is the best salesman," said Walter Jacobi, Ebinger Baking Co., Brooklyn, N.Y., co-chairman of the group, in opening the morning session. "On each sale," he continued, "we stake our reputations. Quality baking can increase sales."

R. M. Dillon, Vanderpool's Bakeries, Inc., El Paso, Texas, presented case histories of successful promotions employed by some of the members of the multiple-unit group. He prefaced his presentation by pointing out that the primary promotion is the reputation the firm enjoys in its community. Service, quality, and participation are some of the ingredients.

Speaking of his own firm, Vanderpool's, he said, emphasized promotion to children heavily. This is a natural market, he says, since children have a sweet tooth, good appetites, are not diet conscious and comprise a tremendous potential market as well.

His firm sponsors a television show for children's birthdays. He also passes out cookies to children in each outlet, sponsors a Little League team, gives a free pie for each home run during the season, and in the planning stage is a children's club which will require the purchase of some bakery products for membership. Members will be rewarded occasionally with special activities, such as a presentation of comic movies.

Community Awards

Another device, this time for the adult market, is the use of community club awards. Various ladies or civic groups compete for sums for their activities by the volume of dollars spent by each club.

Another bakery, Hough Bakeries, Inc., Cleveland, holds a Florida Home Week promotion in the winter. The idea is to offer a bit of Florida for those who do not winter there. Many devices, such as the use of citrus products, naming bakery products with Florida names, make for a successful promotion.

Aurey's Bakery, Detroit, awards prizes to sales people for sales. An Ohio bakery threw a birthday promotion. The owner's birthday came on Feb. 29, and on that day all items in the bakery were sold for 29¢. The volume was huge, and while profits were not up to par, the resulting publicity created much good will, it is believed.

The combination of promotion, price and quality, three characteristics of good merchandising and marketing, with the emphasis on quality, is necessary for a successful future in the baking industry, pointed out James Hall, Egekvist Bakeries, Inc., Minneapolis, Minn.

In detailing how a quality product is produced and marketed, Mr. Hall said that the start is made at the baker's buying desk. If quality ingredients are not purchased, the end result is limited.

The proper training of bakers also is important, he said. Trade schools are excellent; the production of experienced bakers should be upgraded as well as newcomers.

Proving the formula of PT plus PC equals PR², Edward T. Gilchrist, Hough Bakeries, Inc., Cleveland, Ohio, showed that Plant Tours, coupled with Personnel Communications, produces Public Relations multiplied to the second power.

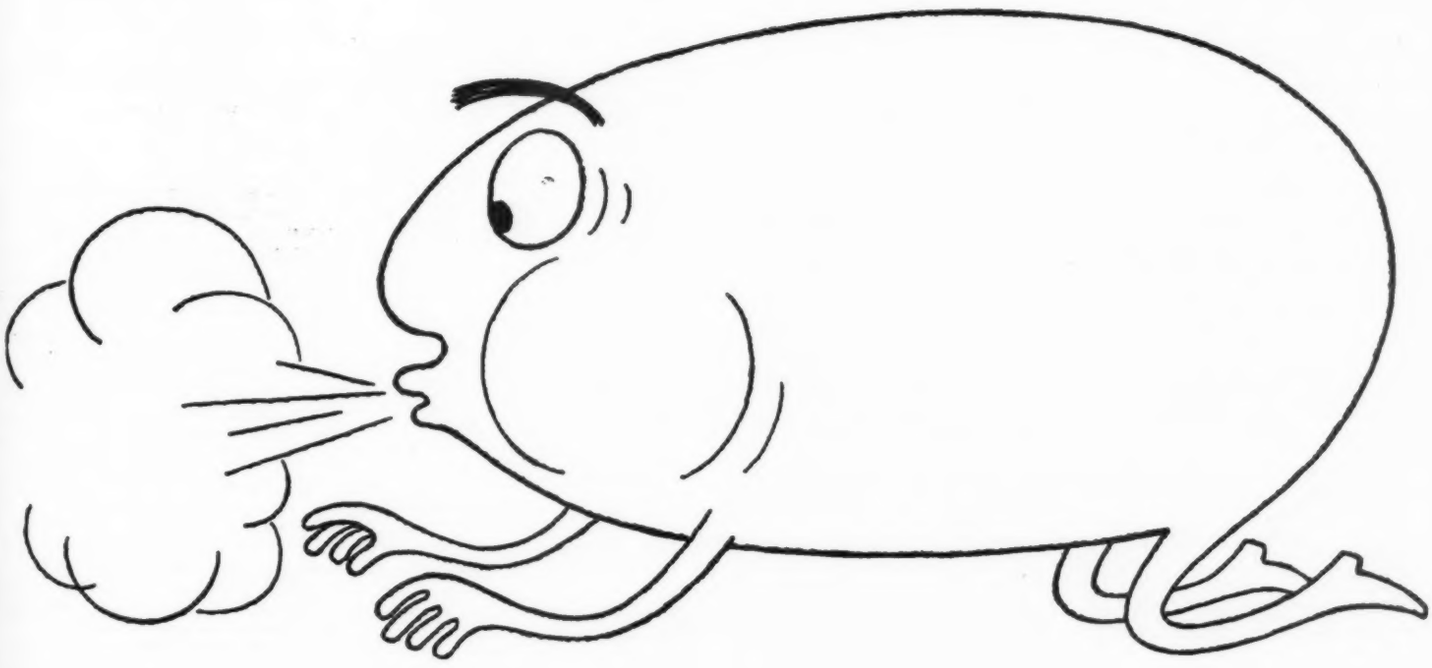
John C. MacAlpine, Jr., J. C. MacAlpine & Son, Philadelphia, reviewed some of the features of the comparative cost analysis which has been conducted on an annual basis by the group for the last five year. Two reports are made, he said, one for stores doing less than $2½ million, and for those doing more than that figure. Eleven of the larger stores participated this year, and ten of the smaller ones. The large ones had a 2.95% profit margin, and the smalls 3.41%.

Mr. Flood was elected chairman of the multi-unit branch for next year, with Mr. Silber co-chairman. Edward E. Hanscom, Jr., Hanscom Bros., Inc., Philadelphia, was elected treasurer.

The wholesale pie meeting, under the chairmanship of Lawrence Fasano, Fasano Pie Co., Chicago, Ill., first heard from Stanley Ellis, Marathon Corp., Menasha, Wis., who produced a film showing one of his firm's packaging machines and the variety of products it can handle, including frozen dinners, cake and pies, both fruit and meat. He followed this with another short film on the buying of frozen pies by consumers, which showed that they take quite a long time in reading labels.

Officers elected for the coming year are Mr. Layman, president; Boyd M. Frazier, Erie-Thomas Pie Co., Toledo, Ohio, secretary; and Louis Peronas, Blue Bird Pie Co., Dayton, Ohio, vice president.

Giving it the air



Everybody knows that aeration is an indispensable step in the proper aging of flour.

Not everybody knows that Atkinson is about the only mill that aerates flour *three times*—once just after milling, again while it's in the aging bins, last just before shipping in bulk or sacks. We really give it the air.

Thorough aeration is one of many advanced techniques that Atkinson employs to obtain uniformity so exact that every lot of flour you order gives identical performance.

Don't take less than you can get from Atkinson.

Everybody talks uniformity... **ATKINSON** delivers it

IT'S BIN AGED

IT'S BIN CHECKED

ATKINSON FLOUR FOR BAKERS ONLY... MINNEAPOLIS

Formulas for Profit

Holiday Time Brings Opportunity For Bakers

LEBKUCHEN

Place in a mixing bowl:
3 lb. honey
4 oz. whole eggs
4 oz. granulated sugar
4 oz. shortening
4 oz. chopped citron
4 oz. chopped walnuts
4 oz. chopped cherries
½ oz. cinnamon
⅛ oz. allspice
⅛ oz. ginger
⅛ oz. ground anise
⅛ oz. ground coreander
1 oz. salt

Mix together thoroughly and add:
12 oz. water
1½ oz. soda
¼ oz. ammonia

Mix the above together on slow speed for about two min.

Then add and mix until smooth:
2 lb. bread flour
2 lb. 6 oz. cake flour

Allow the dough to rest for about two hours. Roll out to about ¼ in. thickness and cut into bars 2 x 3½ in. Place on lightly greased pans and bake at about 350° F.

When cool, ice the lebkuchen with the following icing.

Mix together:
4 lb. 8 oz. powdered sugar
4 oz. milk solids (non fat)
6 oz. corn syrup
6 oz. honey
4 oz. egg whites
⅜ oz. salt
Vanilla to suit
7 oz. hot water (150-160°F.)

Then add:
8 oz. fine chopped glaced cherries

The consistency of the icing may be controlled by increasing or decreasing the amount of hot water in the formula.

CHRISTMAS CHARM CONFECTION

Boil to 248° F.:
10 lb. granulated sugar
¾ qt. water

Then beat together:
3 lb. egg whites
8 oz. granulated sugar

When beaten stiff, add the hot syrup gradually. Continue beating until nearly cool and then add:
Vanilla to suit

Run out into various shapes with a canvas bag and star tube. Sprinkle green or red sugar on top. Allow to dry overnight or dry in an oven having a temperature of about 225 to 250° F.

Note: This charm confection may be covered with nonpareil if desired instead of colored sugar. They may also be decorated with pieces of red or green glace cherries.

CHRISTMAS STARS (Golden)

Cream together:
2 lb. powdered sugar
5 lb. butter

Then mix in until smooth:
6 lb. bread flour

Then add and mix in:
1 lb. 2 oz. egg yolks
Vanilla to suit

Run out with a canvas bag and star tube on lightly greased and dusted pans. Sprinkle red or green colored sugar on top. Bake at about 360° F. on double pans.

Note: Nonpareil may be used instead of colored sugar if desired. If it is not desired to use eith colored sugar or nonpareil, pieces of green or red glace cherries may be placed in the center of the stars before baking.

HONEY COOKIES

Cream together:
10 oz. sugar
¾ qt. honey
¾ oz. salt
1¼ oz. soda
⅛ oz. ground anise seed
⅛ oz. ground cardamon seed
¼ oz. ammonia
¾ oz. cinnamon
¼ oz. allspice

Add gradually:
8 oz. whole eggs

Stir in:
4 oz. milk

Sift and mix in:
3 lb. 12 oz. pastry flour

Then add and mix in until smooth:
4 oz. melted butter

Roll the dough out to about ¼ in. thickness. Then cut out various shapes using Holiday cutters (Santa Claus, turkey, Christmas tree, etc.).

Place on lightly greased pans and bake at about 350° F. When baked and cool, decorate with royal icing.

Royal Icing

Beat together until light:
5 lb. powdered sugar
1 lb. egg whites
¾ oz. cream of tartar

Keep the icing covered with a damp cloth, as it hardens readily.

SPRITZ COOKIES

Cream together:
2 lb. 8 oz. powdered sugar
2 lb. butter
3 lb. puff paste margarine
½ oz. ammonia
Almond extract to suit

Add:
12 oz. whole eggs

Sift and mix in:
8 lb. cake flour

These cookies must be made with a "Spritz" gun, using a star tube. After running them out into various shapes, allow them to stand around for 5 or 6 hours before baking. Pieces of cherries or nuts may be placed on them before baking. Bake at about 360° F.

ANISE DROPS

Beat together until light:
3 lb. granulated sugar
2 lb. 8 oz. whole eggs
½ oz. salt

Sift together and fold in carefully:
3 lb. cake flour
1½ oz. ground anise seed

With a canvas bag and plain round tube, drop out on lightly greased and dusted pans, about the size of a half dollar. Allow to stand overnight in a warm dry place and then bake at about 325° F.

ST. NICHOLAS COOKIES

Cream together:
1 lb. 8 oz. granulated sugar
1 lb. 8 oz. brown sugar
⅛ oz. nutmeg
⅜ oz. cinnamon
⅛ oz. cloves
⅛ oz. cardamon
⅛ oz. allspice
½ oz. salt
1 lb. 8 oz. butter
¼ oz. soda

Add:
8 oz. yolks

Stir in:
8 oz. milk

Sift, add and mix in until smooth:
5 lb. pastry flour

Then add and mix in:
2 lb. 8 oz. chopped blanched almonds

Allow the dough to rest overnight. Then take pieces of this dough and press into boards having a Santa Claus figure carved in them. Trim the dough and then place the pieces on lightly greased pans. Bake at about 360° F. When baked, glaze with either a glucose or gum arabic wash.

Note: The boards can be purchased from your bakery supply house. The carved figures can be obtained in various sizes from 4 in. up to 18 in. or more in length.

Glucose Glaze

Bring to a good boil:
1 qt. glucose
1 pt. water

Use while warm. Reheat if necessary.

Gum Arabic Wash

Bring to a boil:
1 qt. water
4 oz. powdered gum arabic

Stir thoroughly. Then remove from the fire and strain through a cloth. It is then ready for use.

SPRINGERLE

Beat together until light:
2 lb. powdered sugar
1 lb. whole eggs
⅛ oz. salt

Add:
½ oz. ground anise seed
⅛ oz. ammonia

Sift and mix in until smooth:
2 lb. 8 oz. cake flour

Roll the dough out on a flour dusted canvas to about ¼ in. thickness. Then take a regular springerle rolling pin and roll this lightly over the dough. Take a sharp knife or pastry wheel and cut into squares. Place the springerle on lightly greased and dusted pans. Allow to dry overnight and then bake at about 360° F.

FRUIT-NUT CONFECTION

Mix together:
6 lb. glace diced pineapple
10 lb. large pecans
6 lb. glace whole cherries

Add and mix in:
10 lb. sweetened condensed milk

Deposit 1 lb. 14 oz. in paper lined, 8-in. layer cake pans.

Bake at about 330° F. for 35 min. After baking and when cooled, glaze the cakes with a corn syrup glaze.

HOLIDAY KISSES

Beat together until light:
1 pt. egg whites
3 lb. powdered sugar
⅛ oz. cream of tartar
⅛ oz. salt

When beaten stiff, add:
Vanilla to suit

Run out into various shapes on lightly greased and dusted pans. Then sprinkle red or green colored sugar or macaroon coconut on top immediately. Allow the kisses to dry in a warm, dry place. If desired, they may be baked in a cool oven (about 225° F.).

Note: The kiss mixture may be colored red or green if desired.

PEPPER NUTS

Bring to a boil and allow to cool:
3 lb. 8 oz. honey
8 oz. water

When cool, add:
½ oz. ground anise seed
¼ oz. black pepper
⅛ oz. soda
¾ oz. ammonia
⅛ oz. cloves
½ oz. salt

Stir in:
2 whole eggs

Sift and mix in until smooth:
5 lb. pastry flour

Roll the dough into small pieces about ½ as large as a walnut. Place

Cash in on Sparkling Holiday Items

The old saying, "Variety Is the Spice of Life," is one that we have all heard many times before. Many manufacturers of food products are taking advantage of this by making innumerable varieties that they hope will please the public. Just visit the super food markets and notice the displays of many foods offered for sale that are comparatively new. The public is buying them too.

The holiday season offers the baker a wonderful opportunity to increase his sales and profits. People have money and are spending it. Price becomes secondary when they are able to purchase the type of products that will please the taste of the family and guests.

In order to cash in, the baker must do a number of things that will promote the sales of holiday specialties.

First of all he must make a quality product. This not only means that he should use the highest quality of ingredients but also his skill as a baker to the utmost. The products must be finished in such a way that they will practically sell themselves. Time and effort are necessary to do this.

The products must be packaged properly. This should not be too much of a problem. Material such as boxes, bags and other containers are available that emphasize these holiday products. Their bright colors are bound to attract attention.

The use of proper window displays is an important factor in promoting sales. Here again much material is available that will help to increase the idea of the holiday period. Bright green, red, gold and silver colored ribbons can readily be used to create attractive designs. Streamers and beautifully colored show cards can be purchased that are ideally suited for display purposes.

Last but not least is the proper promotion by the sales force. Here is where suggestive ideas play an important part in selling the following holiday variety baked foods. Sell the idea to the customers that many of these products make ideal Christmas gifts. Many of these customers will appreciate your suggestions.



A. J. Vander Voort

A. J. Vander Voort

. . . . technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter and the Do You Know feature (see page 30 of this issue), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

on lightly greased pans and bake in a cool oven at about 325° F.

After baking, place the peppernuts in a hand mixing bowl.

Then boil to 240° F.:
3 lb. granulated sugar
12 oz. water

As soon as the desired temperature is reached, pour the syrup over the pepper nuts and stir with a wooden paddle until the sugar grains. Then roll the pepper nuts in powdered sugar.

CHRISTMAS CAROL FRUIT CAKES

Prepare the following and allow to set overnight in a closed container:
9 oz. pecans
1 lb. 10 oz. walnuts
2 lb. 7 oz. red cherries
1 lb. 10 oz. green cherries
3 lb. 4 oz. pineapple
13 oz. orange peel
13 oz. lemon peel
4 lb. 14 oz. white raisins
⅛ oz. mace
⅛ oz. vanilla

Cream for 5 min.:
2 lb. 4 oz. sugar
1 lb. 11 oz. shortening
1 lb. 2 oz. bread flour
1 oz. salt

Add slowly over a 5-min. period and cream 10 more min. at second speed:
2 lb. 4 oz. eggs

Add and mix for 10 seconds on low speed:
4 oz. milk

Mix for 3 min. on second speed:
1 lb. 2 oz. bread flour

DARK FRUIT CAKES

Cream together:
4 lb. 4 oz. granulated sugar
1 lb. 12 oz. shortening
2 oz. salt
½ oz. soda

Add gradually:
1 lb. 8 oz. whole eggs

Mix in:
1 lb. 4 oz. honey

Then add:
12 oz. milk

Sift, add and mix in until smooth:
5 lb. cake flour

Then add and mix in the following prepared fruit mixture:
4 lb. seedless raisins
2 lb. 8 oz. currants
1 lb. 8 oz. diced citron
8 oz. diced orange peel
8 oz. diced lemon peel
1 lb. ground figs
2 lb. chopped pitted dates
2 lb. diced candied pineapple
3 lb. glaced cherries (whole)
1 oz. cinnamon
½ oz. allspice
1 lb. 8 oz. brandy
2 lb. blanched almonds
1 lb. walnuts

Deposit into pans of desired size and bake at about 325-335° F. Use a small amount of steam in the oven during baking.

Note: All dried fruits should be washed and slightly soaked before being mixed with the other fruits.

When the blended fruit mixture is used at once, the nuts may be mixed in with it. For improving the flavor it is recommended that the fruit be prepared about 24 hours in advance. When this is done, the nuts should be left out and added later with the fruit to the batter. When the nuts are placed with the fruit, they are very apt to become discolored, and also soft and rubbery.

SUPER FRUIT CAKES

Mix together for two min.:
1 lb. 4 oz. shortening
1 lb. 4 oz. bread flour

Add and mix in for 4 min.:
2 lb. 8 oz. granulated sugar
1 lb. 4 oz. bread flour
1 oz. salt
10 oz. corn syrup or honey
1 lb. 9 oz. whole eggs

Then add and mix in for two min.:
1 lb. 9 oz. whole eggs

Add flavor to suit and continue mixing from 5 to 8 min. Then add and mix in until well distributed:
13 lb. whole pecans (large)
13 lb. pitted dates
6 lb. chopped glaced cherries or glaced pineapple

Deposit into pans of desired size and bake at about 325-335° F.

Glaze

Bring to a boil:
1 qt. corn syrup
1 pt. water

After the cakes are baked and cooled they should be washed with the above glaze. If desired, the tops may be decorated with cherries, pecans or whole dates.

Note: Do not use the small pecans for this cake, as they do not show up as well.

NEW ENGLAND PLUM PUDDING

Cream together:
2 lb. 4 oz. brown sugar
1 lb. shortening
12 oz. ground suet
2 oz. soda
¼ oz. allspice
1 oz. cinnamon
½ oz. ginger
3 oz. salt

Add:
1 lb. good molasses

Then add gradually:
12 oz. whole eggs

Mix together and add:
1 lb. 4 oz. dry bread crumbs
3 lb. water

Sift and add:
3 lb. 4 oz. bread flour

Then add the following prepared fruit mixture:
5 lb. currants
6 lb. seedless raisins
12 oz. diced orange peel
12 oz. diced lemon peel
1 lb. 8 oz. diced citron

Scale 1 lb. 5 oz. into standard size greased Boston brown bread tins. Cover and then place in a steamer. Cover the steamer, which should have some water in the bottom part, and bake at about 360° F. for about 1 hour 45 min.

After baking, let the puddings stay in the tins for 10 or 15 min. and then remove them.

INDIVIDUAL PLUM PUDDINGS

Soak together for about four hours:
10 lb. seeded raisins
10 lb. seedless raisins
5 lb. currants
10 lb. fresh apples (chopped)
10 lb. mixed diced fruit
4 lb. fine ground lemons
3 lb. fine ground oranges
1 lb. rum

Then cream together:
10 lb. brown sugar
6 lb. shortening
3 oz. salt
4 oz. cinnamon
1½ oz. nutmeg

Add gradually:
8 lb. eggs

Then add and mix in:
15 lb. cake and cooky crumbs
2 lb. 8 oz. cake flour

When thoroughly mixed, add the above fruit mixture. Deposit into paper lined cup cake pans (fill to the top). Place a glazed cherry in the center and two or three whole pecans around the cherry. Bake on double pans at about 310-320° F.

When baked and cool, brush the following glaze on top.

Glaze

Bring to a good boil:
1 qt. corn syrup
1 pt. water

Allow to cool somewhat and add:
1 oz. rum

Note: Suggest to your customers that when serving these the eating quality will be improved by pouring a rum sauce over them.

LIGHT FRUIT CAKES

Cream together slightly:
4 lb. granulated sugar
4 lb. butter

Add gradually:
4 lb. whole eggs

Sift, add and mix in until smooth:
4 lb. cake flour

Then add and mix in the following prepared fruit mixtures:
8 lb. glaced cherries
4 lb. bleached raisins
1 lb. walnuts
2 lb. pecans
1 lb. diced citron
1 lb. diced orange peel
4 lb. diced candied pineapple
3 lb. blanched almonds

Deposit into pans of desired size and bake at about 325-335° F. Use a small amount of steam in the oven.

Note: Do not over cream this mix, as this will cause the fruit to settle. If desired, in order to decrease the cost, the 4 lb. butter may be replaced by 3 lb. 4 oz. shortening, 2 oz. salt and 10 oz. liquid milk.

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CONVENTION CALENDAR

Nov. 11—Connecticut Bakers Assn., Inc., Hotel Statler, Hartford, Conn.; sec., Charles Barr, 584 Campbell Ave., West Haven 16, Conn.

Nov. 18-19—New England Bakers Assn., Sheraton Plaza Hotel, Boston, Mass.; exec. sec., Herbert J. Schinkel, 120 Boylston St., Boston 16, Mass.

1958

Jan. 11-14—Ohio Bakers Assn., annual convention, Deshler-Hilton Hotel, Columbus, Ohio; sec., Clark L. Coffman, Seneca Hotel, Columbus, Ohio.

Jan. 15—Oklahoma Bakers Assn.; sec., J. C. Summers, Oklahoma A&M College, Okmulgee, Okla.

Jan. 19-21 — Pennsylvania Bakers Assn., annual winter convention, Bellevue-Stratford Hotel, Philadelphia; sec., Theo. Staab, 600 N. Third St., Harrisburg, Pa.

Jan. 23-24—National Soft Wheat Millers Assn., Brown Hotel, Louisville, Ky.; sec., Paul Marshall, 1367 Board of Trade Bldg., Chicago 4, Ill.

Feb. 9-11—Tri-State Bakers Assn., Monteleone Hotel, New Orleans.

Jan. 26-28—Potomac States Bakers Assn., annual convention, Lord Baltimore Hotel, Baltimore, Md.; sec. Edwin C. Muhly, 1126 Mathieson Bldg., Baltimore 2, Md.

Jan. 31-Feb. 2—Bakers Assn. of the Carolinas, stagouting, Pinehurst, N.C.; sec., Mary Stanley, Box 174, Rockingham, N.C.

Feb. 9-11—Tri-State Bakers Assn., annual convention, Monteleone Hotel, New Orleans, La.; sec. Sidney Baudier, Jr., 624 Gravier St., New Orleans, La.

April 14-16 — Pacific Northwest Bakers Conference, Multnomah Hotel, Portland, Ore.; sec.-mgr., Roger Williams, 1138 Jefferson St., Salem, Ore.

Feb. 14-16—Bakers Association of the Carolinas, stag outing, Pinehurst, N.C.; sec., Louise Skillman, 2608 Portland Ave., Charlotte 7, N.C.

April 14-16 — Pacific Northwest Bakers Conference, Multnomah Hotel, Portland, Ore.; sec.-mgr., Roger Williams, Box 486, Salem, Ore.

April 15-16—Allied Trades of the Baking Industry of Southern California, bakers forum, Ambassador Hotel, Los Angeles, Cal.; sec., Clarence Brady, 510 E. Commercial St., Los Angeles 12, Cal.

April 17-19 — Southern Bakers Assn., Inc., annual convention, Biltmore Hotel, Palm Beach, Fla.; pres., Benson L. Skelton, 703 Henry Grady Bldg., 26 Cain St., N.W., Atlanta, Ga.

April 19-21 — Southwest Bakers Assn., Conrad Hilton Hotel, El Paso, Texas; sec., J. R. L. Kilgore, Box 127, Albuquerque, N.M.

April 20-22 — Texas Bakers Assn., Hotel Galvez, Galveston, Texas; sec., Mrs. Ed Goodman, 1134 National Bldg., Dallas 1, Texas.

April 27-30—Associated Retail Bakers of America convention and exhibition, Hotel New Yorker, New York City, N.Y.; sec., Trudy Schurr, 735 W. Sheridan Rd., Chicago 13, Ill.

May 12-14 — Biscuit & Cracker Manufacturers Assn. and Biscuit Bakers Institute, Inc., joint meeting, Edgewater Beach Hotel, Chicago; sec., B&CMA, Walter Dietz, 20 N. Wacker Dr., Chicago 6, Ill.; sec., BBI, Harry D. Butler, 90 W. Broadway, New York 7, N.Y.

May 13-14 — Iowa Bakers Assn., Fort Des Moines Hotel, Des Moines, Iowa; sec., Henry W. Jabusch, c/o Rath Packing Co., Waterloo, Iowa.

June 16-18—Bakers Association of the Carolinas, Ocean Forest Hotel, Myrtle Beach, S.C.; Mary Stanley, Box 175, Rockingham, N.C.

June 6-8—Rocky Mountain Bakers Assn., Broadmoor Hotel, Colorado Springs, Colo.; sec., Fred Linsenmaier, Box 871, Denver 1, Colo.

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—BREAD IS THE STAFF OF LIFE—

Scientist Honored For Isolation Of Niacin

CHICAGO — Dr. Conrad A. Elvehjem, dean of the graduate school at the University of Wisconsin, was honored recently on the 20th anniversary of his isolation of niacin, one of the essential B vitamins required for the adequate utilization of food, at the annual meeting of the American Institute of Baking.

Dr. Elvehjem isolated and identified niacin as the anti-pellagra factor in 1937, paving the way for its addition to the bread enrichment program in the early 1940's. Because of the consequent enrichment of cereal foods, pellagra, once a prevalent nutritional deficiency disease, is now so rare that it is difficult to find a case for clinical study.

Dr. Elvehjem has been a member of the institute's scientific advisory committee since its inception. He also serves as chairman of the food and nutrition board of the National Research Council. He received his Ph.D. from the University of Wisconsin and studied at Cambridge University, England, as a National Research Council fellow. While at Cambridge he began his studies of tissue respiration. After the isolation of niacin he worked on the relation of amino acids to good nutrition.



GOLDEN LOAF—The accompanying photo is of the Golden Loaf Award presented to Dr. Conrad A. Elvehjem.

Among the honors Dr. Elvehjem has received for his contributions to nutrition are the Mead-Johnson Award of the American Institute of Nutrition; the Lasker Award of the American Public Health Assn.; the Osborne Mendel Award, also from the American Institute of Nutrition; and the Nicholas Appert Award of the Chicago section of the Institute of Food Technologists.

Dr. Elvehjem is also the author of a number of books and articles on nutrition.

Announcement of the award was made by Howard O. Hunter, AIB president. Presentation of the "Golden Loaf Award" for achievement to Dr. Elvehjem was made by Dr. Paul deKruif, well known science writer.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, $2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, $1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads $7 per inch per insertion. All Want Ads cash with order.

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ABA OFFICERS

(Continued from page 7)

Green Bay, Wis.; A. M. Grean, Jr., vice president, Ward Baking Co., New York, N.Y.; R. Newton Laughlin, president, Continental Baking Co., Rye, N.Y.; Charles J. Regan, Interstate Bakeries Corp., Chicago, Ill., and Albert S. Schmidt, president, Capital Bakers, Inc., Harrisburg, Pa.

Mr. Clemens was educated at New Hampton, Iowa, and was graduated from the Oliver Business College there. An honorary doctorate of laws was conferred upon him this year by Clarke College of Dubuque, Iowa.

In his present business capacity Mr. Clemens is general manager, co-owner and president of the Trausch Baking Co.

He was on the board of governors of the ABA from 1949-56, and served as treasurer from 1953-57. He is also on the board of directors of the Rainbo Oil Co., and of the Transport Sales Co., both of Dubuque.

Mr. Clemens saw military service in World War I, and is a member of a number of veteran, fraternal and civic organizations.

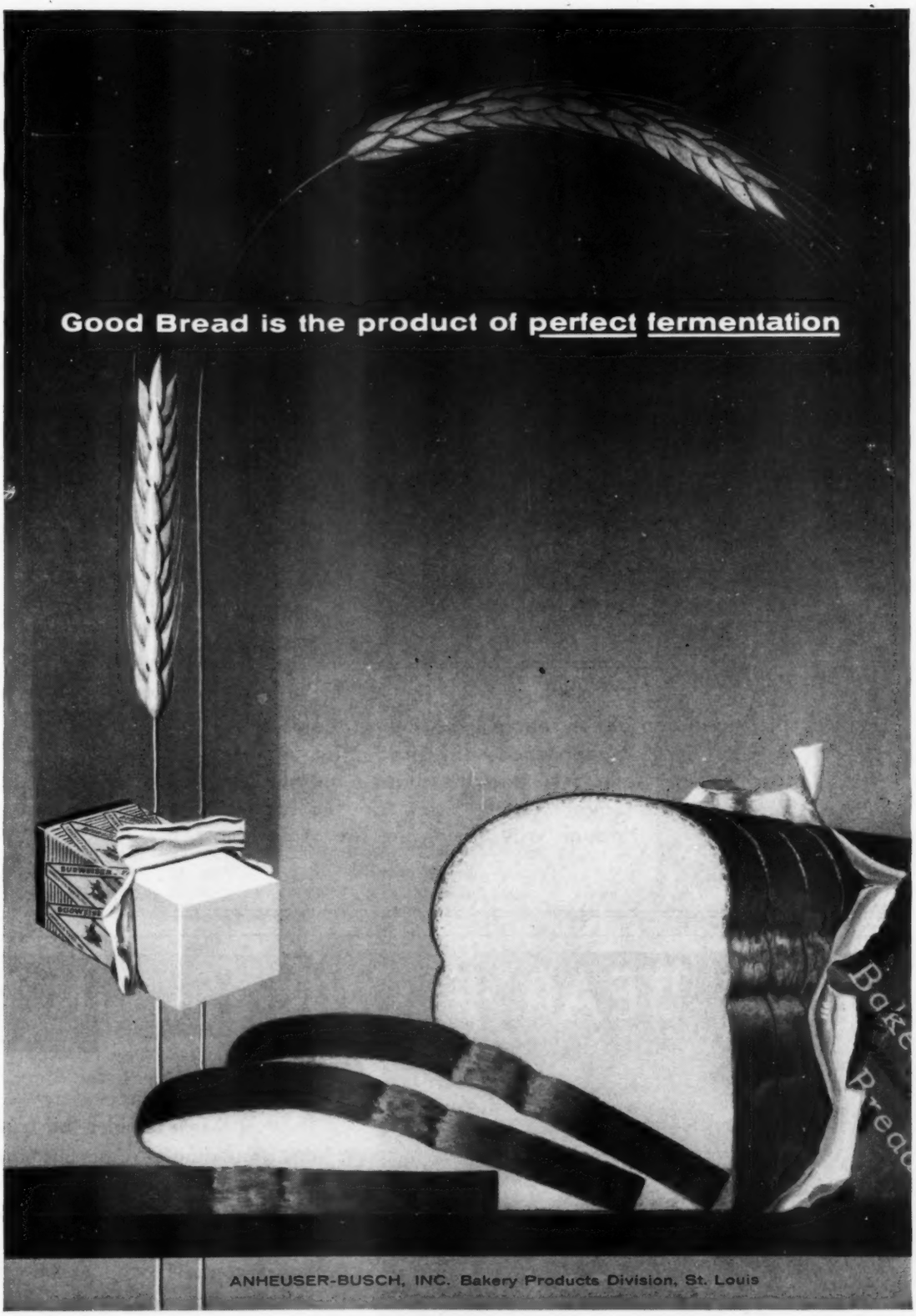
In 1955 he was cited as "Man of the Year" by Loras College, Dubuque, and as "Man of the Month" by Iowa Business and Industry magazine in September, 1956, in recognition of the numerous volunteer projects undertaken in the interests of community welfare and civic improvement.

ALLIED TRADES

(Continued from page 7)

Featured speaker at the breakfast was Armand J. Gariepy, director of Sales Training International, whose emphatic attack on aptitude tests was intended to show that success is based on attitudes rather than on aptitudes.

The Royal Order of Loyal Loafers, under the chairmanship of George Graf, Quality Bakers of America Cooperative, Inc., New York, used a portion of the breakfast program for the presentation of its 1957 crown awards to companies and individuals contributing the most to the advancement of the baking industry during the past year.


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The American Baker reaches the two groups vital to your product's acceptance—the production superintendent who selects it, and the plant manager who approves it. Cover "both sides of the street" economically through advertising in The American Baker.

GRISTLE GRINS



The chaplain was on a return flight from a religious convocation in Honolulu when one of the plane's engines conked out. The pretty hostess bustled about reassuring the passengers, but the chaplain felt she needed a little reassurance herself.

"Nothing can happen to this plane," he told her. "There are eight bishops aboard."

The hostess forced a smile and said she would relay the comforting news to the captain. In a few minutes she was back, looking uncertain.

"I told the captain," she said. "He said he would rather have four engines."

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One chorus girl complained to another: "Why ain't I never invited to parties in swell places like you are, Daisy? I get invited once, but they never ask me again."

"I'll tell you the reason," said her friend. "You can't discuss any subject with people when you are at a party. Why don't you read a book? Then you'll be an interesting conversationalist."

The lectured one decided to read a book—and did. A few days later she was invited to a party. She listened to the talk for a while, and then stuck in her oar: "Wasn't that too bad about Marie Antoinette?"

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A Connecticut dweller drove up to a filling station the other day and noticed a large sign on the door, with the announcement, "Under new management."

"What's the idea?" he asked the attendant, seeing the owner inside. "Isn't that Jerry in there?"

"Oh, sure," was the answer. "He got married yesterday."

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The world it takes all kinds to make, looks it.

POLAR BEAR FLOUR IS KING



Every baker's bread is on trial every day on the tables of his customers. We are ever conscious of this fact when we mill POLAR BEAR. We are determined to do our full part in maintaining our customers' loaves at the very peak of perfection each day.

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Pillsbury Mills, Inc., Enid, Oklahoma. 9,100 cwts. daily capacity. 2,475,000 bu. mill elevator storage.

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W & T Flour Treatment

Pillsbury Mills, Inc. with mills throughout the United States and Canada uses rigid quality controls to secure product uniformity in all markets. It also uses Wallace & Tiernan's technical assistance and experience to help produce this uniformity.

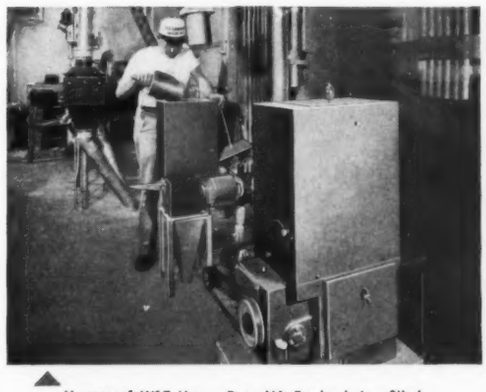
Wallace & Tiernan offers an integrated flour processing service: Dyox® and Beta Chlora® control units—NA Feeders—Novadelox®—and the plus factor of Wallace & Tiernan *service,* available at all times not only for routine checking and maintenance, but for help in solving flour processing problems. With "one-roof" responsibility—manufacture, installation, service by a single management, directing a staff of experts—Wallace & Tiernan is geared to the needs of the flour milling industry.

Pillsbury Mills, Inc. is only one of the many milling companies using W&T flour treatment. If your mill is not one of these, investigate the advantages of Wallace & Tiernan's complete flour service.



Dyox® machine being set by Enid mill employee. This unit generates chlorine dioxide gas which is metered to individual flour streams as a gas, not a liquid.

To the right are Beta Chlora® Control units for pinpoint metering of chlorine gas.

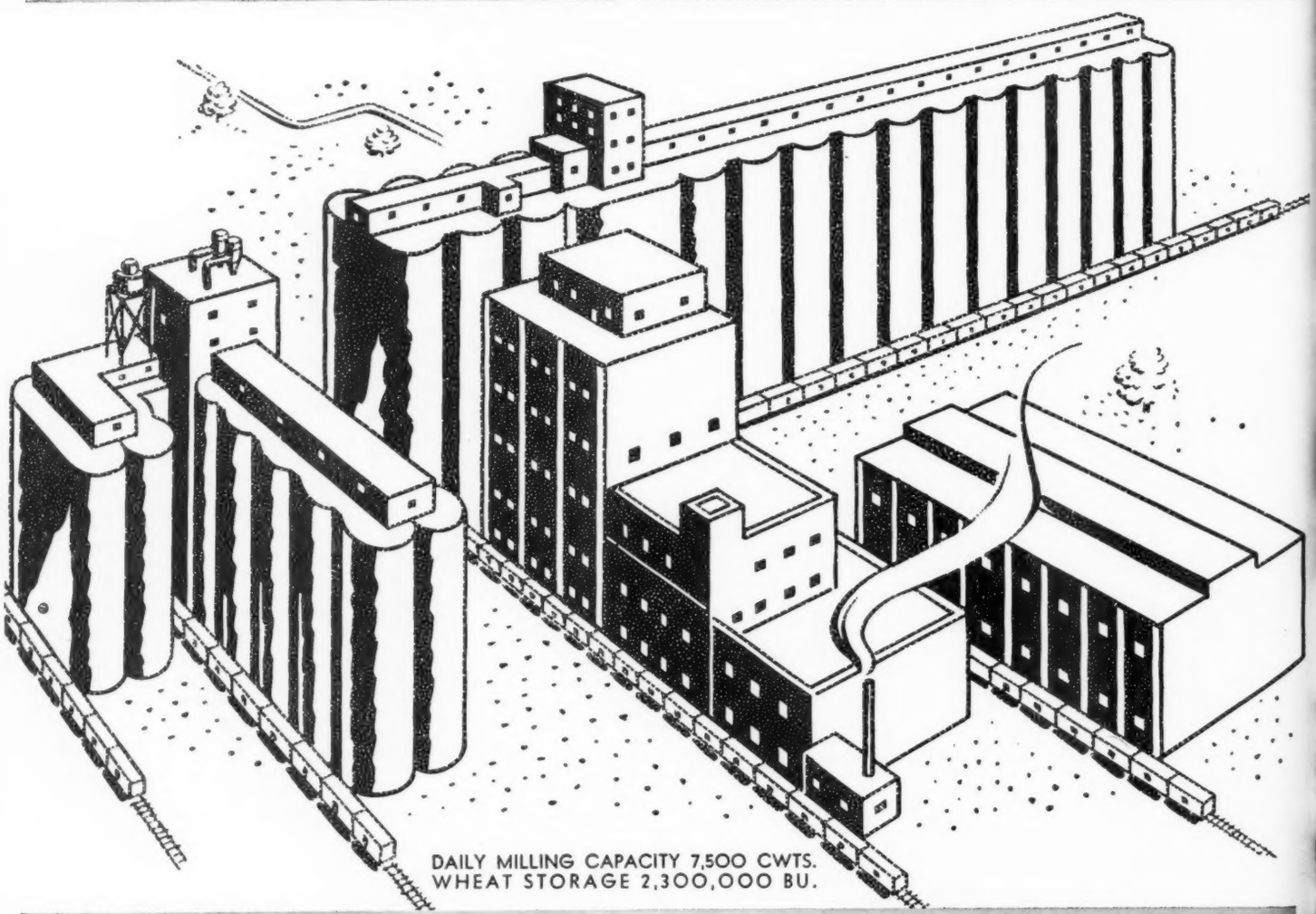


Hopper of W&T Heavy Duty NA Feeder being filled. These feeders are used for the accurate application of "N-RICHMENT-A"® and Novadelox®, the pioneer flour bleaching powder for optimum color removal and best color dress.

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